

THE ANGLO-PALESTINE BANK LIMITED
INCORPORATED IN ENGLAND

LONDON, JERUSALEM, TEL AVIV, JAFFA, HAIFA,
 TIBERIAS, SAFAD, PETAH TIKVAH, BEYROUTH.

ALL DESCRIPTION OF BANKING BUSINESS ON THE MOST FAVOURABLE TERMS.

Palestine Post, Dec. 8th, 1952

This was our message to the readers of the
 "Palestine Post" 40 years ago.
 Today we are still in the
 "Banking business on the
 most favourable terms"
 with almost 250 branches of the Bank Leumi Group in Israel

Abu Rodels/Afula/Akko (2)/Ara/Ashdod (3)/Ashkelon (2)/Azor/Baka Al Gharbiya/Bat Yam (4)/Beersheba (5)/Bnei Brak (3)/
 Bethlehem/Beisan/Bet Shemesh/Binyamina/Caesarea/Daliyat Al Karmil/Dimona/El Arish/Eilat (2)/Evron Yehuda/Fureidis/Gaza/
 Galgulya/Givat Olga/Givatayim (3)/Godera/Genin/Hadera (2)/Haifa (34)/Han Yunis/Hersilya (3)/Hebron/Hod Hasharon (2)/
 Holon (3)/Jerusalem (24)/Kalkilya/Kallansua/Karmiel/Kefar Kanna/Kefar Kar'i/Kefar Saba/Kefar Shmaryahu/Kefar Yasif/Lod
 (3)/Merrar/Migdal Haemek/Nahariya (2)/Nazareth (2)/Nes Ziyona/Netanya (3)/Osafya/Pardess Hanna-Karkur/Pardess Katz/
 Petah Tikva (3)/Kiryat Ata (2)/Kiryat Bialik/Kiryat Gat/Kiryat Haim/Kiryat Malachi/Kiryat Motzkin (2)/Kiryat Shmona/Kiryat
 Tivon (2)/Kiryat Yam/Raanana/Rama/Ramallah/Ramat Gan (5)/Ramat Hasharon/Ramat Hen/Ramat Yitzhak/Ramle/Ramat
 Hashavim/Rehovot (4)/Rishon Lezion (3)/Sachnin/Sderot/Shechem (2)/Shefar'am/Talyba/Tamra/Tarshiha/Tel Aviv (54)/Tel
 Mond/Tiberias (3)/Tira/Tirat Hakarmel/Um Al Fahm/Yahud/Yavne/Zichron Ya'acov/Zefat and with an international network of
 subsidiaries: ANGLO-ISRAEL BANK LTD.; LONDON; FIRST ISRAEL BANK AND TRUST COMPANY OF NEW YORK, NEW
 YORK (Branch in Nassau); BANK LEUMI LE-ISRAEL (FRANCE) S.A., PARIS; CIFICO-LEUMI BANK, ZURICH (Branch in
 Geneva); LEUMI SECURITIES CORPORATION, NEW YORK; LUXINVEST S.A., BRUSSELS and representative offices in
 FRANKFURT/M., BUENOS AIRES, SAO PAULO, CARACAS, HONGKONG, AND JOHANNESBURG.



BANK LEUMI
LE-ISRAEL B.M.
The bank that moves with the times

40 years of THE JERUSALEM POST

From the Prime Minister

"When my sister who lives in the States comes to visit me, she tells me about all kinds of things that happen here. I say: 'When did it happen? How do you know?' And she answers: 'What d'you mean—I read The Jerusalem Post!' For many Jews and non-Jews abroad, The Jerusalem Post is the Bible for what's happening in Israel."

This was the way Prime Minister Golda Meir described The Post in a special interview for this 40th anniversary issue (see page 5).

"I can't deny there are sometimes differences of opinion, but I must differentiate between differences of opinion and my general appreciation of the paper. It is an important paper. There would be something important missing if it weren't here."

Mrs. Meir recalled the old days of The Palestine Post. "There is no doubt in anyone's mind of the often vital role The Palestine Post played in its day. It set the standard for journalism in this country. It was clean, and it was on a high level. It carried the struggle of the Yishuv to the very end."

"It was my privilege to have known Gershon (Agron, founder and first

editor of The Post) for many years. In the bitter years of '46-'47, when I was in Jerusalem, it was the natural thing to go up to his room late at night to see what was happening. It was a joy to see him work. He used to go through every word of the paper — ads and all — before it was printed."

"I wish you well. When you have your fiftieth anniversary you can invite me. There's no doubt my being around! Maybe I'll only be a private citizen: I don't know if I'll still be in office..."



Prime Minister Golda Meir shares a joke with Editor Ted Lurie, Political Reporter Mark Segal, and Deputy Editor Lea Ben Dor. (Rubinger)

From the President



נשיא מדינת ישראל
PRESIDENT OF ISRAEL



TO THE JERUSALEM POST

On this fortieth anniversary of the establishment of the Jerusalem Post by its founding father, my good friend, Gershon Agron of blessed memory, I am happy to send heartfelt congratulations to all his colleagues and successors.

I remember the Post's beginnings very well and equally well the great hopes we cherished that this new newspaper would serve as our messenger to the outside world which so often failed to understand the complexities of our life and aspirations. That those were not vain hopes we were to learn over and over again.

Many of the challenges the Post was set up to answer, still confront it today, and its forty years of experience have left it a very rich legacy. May it go on to even greater achievements, and may the merits of its pioneers inspire and sustain those who carry on their work.

Zalman Shazar

Zalman Shazar

Jerusalem, November 1972.

This special supplement, published on the 40th anniversary of The Jerusalem Post, includes articles on the history of the paper and the events which it reported. The articles on the history of the country and the world were written by PHILIP GILLON and researched by FAY DORON.

- PLAIN TALK WITH GOLDA.** A special POST interview with the Prime Minister. Page 5.
- AGRON: The Journalist as an activist.** Some notes of the late Gershon Agron, founder and first editor of The Post. Page 7.
- BEHIND THE HEADLINES.** The newspaper's history, from 1888 to today. Page 9.
- PEOPLE OF THE POST.** Some of the members of the staff, over the years. Page 11.
- THOU SHALT NOT PRINT.** The paper's battles with the censors. Page 13.
- WATCHING THE RISE of the Third Reich.** From the front pages of The Post, 1938-1939. Page 15.
- JEW, ARAB, BRITON.** Palestine in the 'Thirties. Page 19.
- PRODUCING THE NEWS-PAPER.** Picture story in The Post's plant in Ramat. Page 25.
- THE DOUBLE WAR.** Palestine during World War II. Page 24.
- BATTLE WITH DEVIN.** From the end of the war, to the establishment of the State of Israel. Page 25.
- THE STATE OF ISRAEL IS BORN.** Page 29.
- PAPER!** The Jerusalem Post during the siege of Jerusalem. Page 30.
- THE DAY THEY BOMBED THE POST.** Page 33.
- 1948-1967. ARAB ENMITY.** Page 34.
- NETTLES OF DANGER.** From the Six Day War to the present. Page 37.
- THE PAPER MUST GET THROUGH.** The often hazardous job of distributing the newspaper. Page 40.
- OFFSET PRINTING.** An expert on printing explains the offset process now used by The Post. Page 42.
- HAPPINESS AT HANUKKA.** The Jerusalem Post's Toy Fund. Page 43.

Advertising is not enough it needs...

...P'zazz



P'zazz? We know no real word for it. It's that extra, undefinable something... the magic of an advertising campaign that works. The almost imperceptible sound of public response that's heard just before a client's sales start to zoom. We've been in the advertising business for 18 years. And in those years, we've planned, created and carried out hundreds of campaigns. For clients in every conceivable line of business. We've built large campaigns and small ones. To help our clients sell scores of consumer products and services. Some of our campaigns have become classics in Israel and abroad. Like Israel Fashion Week, which encompassed an entire industry in a dozen countries. Or like the Shoeshine Shoah campaign for the Sheraton Barber Shop — very small but very effective. During our 18 years in the ad business, we've come to a startling conclusion:

Advertising, by itself, is not enough. Advertising in the accepted sense of the term. Newspaper ads, radio spots, film commercials, point-of-sale displays. There's more to our business than that. Every good advertisement, every advertisement which sells, must be the result of a long and exhaustive process. Of research, of collection and evaluation of precise market data. Every successful campaign must be the fruit of careful study,

persistent interviewing, meticulous analysis. It must reflect the field work which creates a stable foundation for effective advertising. And with all that data, you're just starting to build a successful campaign. For that's where p'zazz comes in. When skilled professionals take that painstakingly-developed market information. And, with carefully channeled creativity, give birth to an advertising campaign that will succeed. The kind of advertising... with p'zazz... that yields results. At Hagai Lewensohn Aylon, we've learned, through long experience, that a tremendous amount of spadework must precede the creation of every advertising campaign. That's why we try to avoid submitting speculative proposals to prospective clients. Any talented novice can write acceptable ad copy. And any graphic artist worth his salt can turn that copy into an eye-pleasing ad. But the question remains:

That ad, that attractive ad, what does it accomplish? What does it sell? If the product or service is not easily available to the public. If the campaign it's part of is not thoroughly sparked... with p'zazz? At Hagai Lewensohn Aylon, we know there's far more to our business than the creation of pleasant-sounding copy. Than the production of eye-pleasing advertisements. And so we've worked hard to create a strong organization. Staffed by

experts in all branches of marketing. Staffed by experts who know how to sell. Advertising specialists? We have them aplenty. They work side by side with experts in all the allied branches of marketing. Avraham Lewensohn is, clearly, an advertising specialist. He learned the basics from his father, Benjamin Lewensohn, an advertising pioneer in this country 50 years ago. Avraham studied advertising and graphic arts at college. And then went on to achieve plenty of good, solid, p'zazz successes. The classic El Al campaigns are only one example.

Uri Aylon, on the other hand, is a marketing expert. For years, Uri's worked with many of Israel's leading manufacturers, giving them sound marketing advice, the kind that keeps their companies ahead and growing in Israel's expanding markets, domestic and export.

Hagai Bar-Kochba's background is in sales promotion and administration. Hagai took his degree at Harvard University, and then put his education and skill to work for leading companies in Israel and abroad. Hagai's professional past includes successful stints as manager of a department store and as director of a manufacturing enterprise. Among H.L.A.'s 40 employees are 14 client-relations specialists, outstanding graphic artists, public relations people and media experts. One of our key people is Shlomo Semoch, considered the top space

buyer in Israel today. Shlomo has been purchasing space in our country's media for 16 years... and he's learned to obtain the precise media spot to fit the needs of any given client. To serve those clients who are interested in exporting their goods and services, we are members of an international chain of sales promotion offices called International Markets Advertising.

The contracts and local market expertise of our colleagues abroad have helped H.L.A. clients in more than twenty countries throughout the world. And there's more to H.L.A. than that even that. Everyone who works here — account executives and graphic artists, writers, secretaries, switchboard operators, messengers — all of us, see our jobs in terms of one basic goal. The building of the sales scope of each of our agency's 50 clients.

For all of us at H.L.A. know that there's more to our business than just producing advertisements. We deal in goals. Goals that have helped us achieve, for our clients, the highest success ratio of any advertising agency in Israel. Goals that can help your company grow. With patience, persistence, professionalism... and p'zazz.

* More H.L.A. clients received the "most popular product" award for 1972/73 than those of any other single agency.

Hagai Lewensohn Aylon



Premier Golda Meir discussed a wide range of subjects — from the conflict with the Arabs, through internal issues, in a special interview for The Jerusalem Post's 40th anniversary issue written up by David Landau

Plain talk with GOLDA

Members of the The Post's staff with the Prime Minister at her office in Jerusalem. From left: Art Katz, Erwin Frankel, Shalom Cohen, David Landau, Mrs. Meir, Ted Lurie, Lea Ben Dor, Yaakov Reuei, and Mark Begal. (Rubinger photos)

Premier Meir: "All right then, what is the solution? I think it is possible. I don't deny that there are problems. But what is the solution then — to annex the West Bank?"

Jerusalem Post: Another solution has been suggested: that we go on developing the way we are, without annexing, but plan for the continuation of the present situation for a considerable time to come.

Premier Meir: "I don't know anybody who would say 'no' to Hussein if he were to come today and say, 'I am prepared to sit down and negotiate on the basis that Israel demands major or significant changes in the boundaries.'"

Jerusalem Post: But this is a big "if".

Premier Meir: "Well, as long as he doesn't say anything — nothing happens."

Jerusalem Post: Exactly. So therefore we have to plan for nothing happening... Premier Meir: "No, I'm against that. I am opposed to planning for peace not happening. I don't know anyone who is for that. I think the plan you are referring to was misunderstood. (The reference was to Defence Minister Dayan's reported position—Ed. J.P.) All this is a plan as long as we are occupying the territories, not a final plan. The man whose name is attached to this plan would be up in arms at this interpretation. 'What,' he would say, 'I'm against peace?'"

Jerusalem Post: Can you visualize Hussein, or any successor to Hussein in Jordan, saying 'we would sit down and talk with the Israelis assuming they are remaining in a united Jerusalem?' Is there any Arab who would accept this as a basis?

Premier Meir: "Slowly and gravely." "As long as there isn't — so there won't be. But no one sees this as an ideal situation."

Jerusalem Post: Should we not then have a blueprint of what we're to do assuming that nobody comes to talk — instead of just letting things run?

Premier Meir: "I don't think things are being let run. We assume that we don't know how long we will still be responsible for the West Bank, and we act accordingly. What we think is good for them and good for us. Always hoping, trying that the day of peace will come."

Nothing had been done in the areas, Mrs. Meir went on to explain, without a Cabinet decision. Nor had particularly stormy arguments preceded these decisions. Things were not being let run. The debate in the Labour Party was a perfectly legitimate examination of "where do we go from here?" particularly on the question of economic development in the areas. How to induce the Arab inhabitants to develop more of their own

Question: "You say that every one who speaks of compromise takes into consideration our security requirements. Can you envisage any possible change in the present situation that would give you the same security you have now?"

PRESIDENT Sadat and the other Arab leaders have never acquiesced in our being here, says Golda Meir sadly. "Some of our own wise and knowledgeable people are not prepared to face this bitter truth. But that is the truth. I would give my right hand to make it different."

This basic Arab hostility need not continue forever, she stresses. "But I can't make myself believe it's going to disappear today, or tomorrow. Even if we have a peace treaty tomorrow, I will not believe that 'this is it — it's all over.' Hence the importance of secure borders, even in a peace treaty."

The Prime Minister is also acutely aware of the impermanence of Arab regimes. A revolutionary regime might spurn the treaties signed by its predecessor. For this reason too, she says, secure borders are essential. And for this reason Israel would have to remain militarily strong for many years after peace.

Nevertheless, peace would inevitably bring its own changes on both sides, and eventually lead to the normalization Israel seeks. Peace and security — security, too, from the terrorist bands who would probably fight on regardless — are possible without annexing all the occupied territories, and without absorbing most of their population, the Prime Minister asserts.

Mrs. Meir says she sympathizes with President Sadat. "As a member of almost the same trade union — he's a president, though, and I'm only a prime minister. I'm sorry for him. I think he's in great difficulties... I don't know which he wants less: to fight us or to make peace with us."

Mrs. Meir says she is led by the Egyptian leader's own statements to the conclusion that he does not accept the existence of a Jewish state in the Middle East. Sadat has spoken of a peace "agreement," Mrs. Meir notes, never of a peace "treaty" — because a treaty implies recognition and the normal relations between neighbouring states.

"I can't close my eyes and pretend that Sadat and Assad and the others are going to say 'Let byones be byones...' I just don't believe it: nothing they say leads me to believe it."

"When Sadat says he wants not only withdrawal to the 1967 borders but also to restore the legitimate rights of the Palestinians in the stolen territories — then, for God's sake, how do you translate that into simple English? Stolen territories aren't Sinai or Go-

lan or the West Bank — they're Israel. Legitimate rights means allowing them to come back here to restore a Palestinian identity. So if you are willing to face the facts you know it means us out and them in.

"Or take Hoykal (Hassanein Heykal, editor of Cairo's semi-official "Al-Ahram") — he's supposed

lan or the West Bank — they're Israel. Legitimate rights means allowing them to come back here to restore a Palestinian identity. So if you are willing to face the facts you know it means us out and them in.

lan or the West Bank — they're Israel. Legitimate rights means allowing them to come back here to restore a Palestinian identity. So if you are willing to face the facts you know it means us out and them in.

lan or the West Bank — they're Israel. Legitimate rights means allowing them to come back here to restore a Palestinian identity. So if you are willing to face the facts you know it means us out and them in.

lan or the West Bank — they're Israel. Legitimate rights means allowing them to come back here to restore a Palestinian identity. So if you are willing to face the facts you know it means us out and them in.

lan or the West Bank — they're Israel. Legitimate rights means allowing them to come back here to restore a Palestinian identity. So if you are willing to face the facts you know it means us out and them in.

The Prime Minister has little patience for the theorists who maintain that security borders are unimportant and unnecessary "because we have jets and what-not." No other state on earth has followed this theory in its own affairs, she points out. "Poland stood pat on borders — and Brandt accepted its position. Do you think Poland and Brandt know less about jet planes than people in Israel? They've read about them too."

Referring to the opinions expressed in the debate, Mrs. Meir says that the majority of her Labour Party and of its ministers "are prepared, in order to guarantee the Jewish character of the State, to make territorial compromises — always retaining our security as a foremost consideration."

Each of the ministers who spoke in the Labour Party debate "was saying that in his own way, with his own temperament," Mrs. Meir says. She knows, of course, that some in the Party lean towards the Greater Israel position — but she thinks there are not many. "I haven't counted them, but I'm sure they're a minority."

She herself sides with the majority. "I don't have to be a racist to want a Jewish State," she says. "I thought that's what we wanted. I fought my friends in Mapam when they wanted a bi-national state... I didn't think it was viable... We are wiser now about

the problems of people living together in one state. It would be wonderful — but people are just people. And we have just this little state, there won't be another one... and this is the Jewish State... I do not say that in a peace agreement not a single Arab will be added to the State. A certain number will. But never will a situation be created whereby there is a question mark over what kind of a state this is."

Question: "You say that every one who speaks of compromise takes into consideration our security requirements. Can you envisage any possible change in the present situation that would give you the same security you have now?"

Question: "You say that every one who speaks of compromise takes into consideration our security requirements. Can you envisage any possible change in the present situation that would give you the same security you have now?"

Question: "You say that every one who speaks of compromise takes into consideration our security requirements. Can you envisage any possible change in the present situation that would give you the same security you have now?"



Members of the same trade union with Egypt's Sadat.



The people are not confused. But there are some who seek to confuse them.

(Continued from page 5)

Industry, preferably on their own with Israel Government loans and aid, or, as the next best, in partnership with Israeli firms. The greatest success to date had been in agricultural development. But now the West Bankers were suffering from labour shortages because of the migration of labour to Israeli farms. This was unhealthy for the economy of the West Bank in the long run, even though the individual labourer's living standard rose in the short term.

Whatever the difficulties ahead on the path to peace, and whatever the decisions to be taken, the Prime Minister says she has "absolute confidence in our people and whomever they elect to represent them. They will think a hundred times of all the possibilities and plan accordingly, and will agree only to something that spells no danger to us."

Sometimes — rarely — she sees signs of dangerous doubting and self-questioning which worry her. "The people," she says, "are not confused. But there are some who seek to confuse them." This happened, she says, during the Ikrit and Biram episode, when some Israelis began to question their moral right to be here.

There is nothing wrong with

Plain talk with Golda

differences of opinion in a democratic society, she says — until they touch upon the "very, very basic matters." She feels certain that only a tiny minority are assailed by doubts about their moral right to Israel, and only very few others are slipping into these doubts. But there lies "the real danger" to Israeli society, she declares.

And again, while the right to dispute and criticize is sacrosanct, there is "the question of how to carry on an argument. Galili and I sat with the writers and poets for seven hours — and each side left with the same opinion they came in with. You didn't hear us say afterwards: 'The check of it! They weren't convinced! I was sad they weren't convinced — but I didn't say that. They, however, reacted with anger.' She was not convinced by us!"

On state-and-religion, Mrs. Meir sums up her outlook simply: "Hooray for Goren!" The elements who are using violence against the

Chief Rabbi are mostly those who have never recognized the State of Israel, the Premier believes. "But whether they recognize the State or not," she says firmly, "violence is violence — and we shall have to deal with it as such. There is no difference between religious violence and apikorsischer violence." The statement she had made at the Cabinet threatening to reconsider the exemption of yeshiva students from military service if the violence went on was "absolutely serious." She stressed that "this has nothing to do with the yeshivot of the Mafdal. They are altogether different — they do their military training."

On the general problem of co-existence between religious and secular Israelis, Mrs. Meir draws a parable from her own early life. Before her wedding she had argued furiously with her mother because, being "young and revolutionary," she did not want a *huppa*. "Until one day I suddenly thought to myself: 'You idiot! You're making your mother mis-

able! As if you won't be able to live happily ever after if you stand under a *huppa*!"

"But that's on condition that it is possible to live. Not in conditions which, by the way, never existed in the Diaspora. In Eastern Europe in the towns and villages there never were *mamsrim*. What do I deduce from that? That everybody was an angel there? No, but there were great rabbis, rabbis who had a big heart as they had a brain. They felt for human suffering. That's all I want in this country. If this will be so — we can live together... What happened until the (Chief Rabin) elections was impossible. Impossible. Seven years this brother and sister went along like that. I hope that things will change. I hope to think what will happen if they won't change."

Question: Does the Prime Minister sense the discontent which many claim to detect among Israelis — particularly among new immigrants — about the quality of life in Israel?
Yes, she says, there is a lot to be done. She hears of Russian immigrants complaining of dirty

cities, dirty buses. And they are right. "But that can't be changed by law, by Government decision. It needs the home, the school, the press. Rabinowitz, why is your city dirty? If everyone throws whatever he can into the street — then the city's dirty. What can the Government do with people who throw things into the street?"

Jerusalem Post: Fine then. A local government bill, designed to give the authorities such powers, has been lying in the Knesset for years. For example — pedlars. Tel Aviv is becoming one big *shuk*...

Premier Meir: "But when you have the case of a pedlar at a certain street corner who's been there for years, against the law, and the inspectors finally come and take him away. What happens? — Rabinowitz! What kind of a mayor are you... This poor man (and maybe he is a poor man, I don't know). Or this sick woman, whose husband is an invalid. How can you do that?"

During the two-hour interview there was little indication that Mrs. Meir is planning to retire next year, but she did say she knew whom she favoured to succeed her.

When Editor Lurie opened the interview by saying it marked *The Post's* entry into its fifth decade and the Prime Minister's entry into the last year of her present term, Mrs. Meir quipped: "What! So you're sacking me?"

NAVEH CONSTRUCTION CO. LTD.

Planners and Builders of "Naveh Avivim" and "Ramat Naveh" Congratulates THE JERUSALEM POST on its 40 years of progressive journalism and courageous public service



The Israel Offices of the British, Australian and New Zealand Zionist Federations and The British Oilm Society Limited

- * SECURE employment for newcomers with immigrant housing loans for the setting of Oilm those in need of vocational training members of the academic professions to obtain suitable positions
 - * ADVISE on the setting up of businesses expert information on customs regulations and laws relating to Aliya as your liaison between Government and Jewish Agency departments.
 - * CARE for you on an individual basis.
 - * CONGRATULATE The Jerusalem Post on its 40th anniversary
- Tel Aviv: 76 Rehov Ibn Gvrol (Head Office) Tel.: 265244
Jerusalem: Meorot Hanah 9 Rehov Alkalai, Talbieh Tel.: 34822
Haifa: 5 Rehov Habankim, Room 28 Tel.: 521908

AGRON

The journalist as an activist

Gershon Agron, the founder and first editor of *The Jerusalem Post*, was as much a teacher and fighter as he was a gifted newsman. He

built the paper to represent the views of the Yishuv and the Zionist movement to the world and to maintain its independence.

"We must have the courage of our dullness," Gershon Agronsky used to say about *The Palestine Post*. He would always find room for an item in which his readers were not interested if the editor believed that they should read it, or even only some of them.

This was because he was as much teacher and crusader as newspaperman. For him *The Post* was "another gun in the front line." Fortunately, he was also a newspaperman of sometimes almost inspired prescience. He saw events developing. There were many "documents" in the paper for the record, but it was also full of news, and edited with as much care for the least comma as for the most important pronouncement.

Gershon Agronsky arrived in Philadelphia from Russia when he was 12 years old, and his father hoped he would grow up to be a rabbi. With his power to guide and persuade, he would have made an excellent rabbi in the American style. There was no money, and he went to work early. With a certain relish, he liked to recall how he had pushed a hand-cart with huge triangular reels of cotton from one factory to another in the New York garment centre.

Why the *reilah*? He had been a labouring Jew among other Jews. It made up for the fact that he had never used a turki on the soil of Israel or built a road.

The next step was into journalism in New York; he could explain what the Jews were doing. Then into the Jewish battalion of the British Army as a first step in practical Zionism. But it was also escape from the *shetlet* and the closely circumscribed life of East Side Jewry into a larger world in which the *goyim* were friends and perhaps helpers in a Zionist future. He liked to claim he was the only man in the British Army who was de-

noted by steps from sergeant to private for absolving himself on Zionist missions and occasions.

He decided that what was needed was a paper that would effectively present the point of view of the Yishuv to the British administration and the outside world in general. But once the money had been found to start it, the paper must pay its way so as to remain an independent organ and not an official publication.

He was a Labour man, and the paper supported a Labour Israel. But it should also be like "The Times," and represent the State. Supposing a Herut Government were elected, would he want the paper to support it? He shrugged a shoulder. "Well, I wouldn't be the editor. But don't worry, I don't see it coming."

He did not believe in monolithic parties with collective ideologies and was never fully at ease within party organizations for this reason. "There is room for all views to be heard." (Except anti-Zionist ones.) "There is room for the man who believes the moon is made of green cheese." Why? "Because you don't know who is right. Because big parties become enamoured of their power and insensitive to criticism."

His final argument was often that a newspaper is so powerful an instrument that humility was one of the first needs of a newspaperman — after accuracy, of course. In theory, the newspaper was an instrument in the service of the nascent state. In practice, it took on a life of its own under his direction.

It was only very rarely that he wrote anything himself. Much of his time was spent in infecting his staff with his own ideas in search of a harmonious whole. With this went a deep respect for learning or any ability that could make its contribution to *The Post*.



(David Rubinger)

It was inevitable that once the State had been established Gershon should seek to take some active share in it. Journalism as a profession has not achieved a high reputation in this country, and he did not find it possible to breach this barrier. In any case he was a party man only up to the point where he could retain his own opinions.

One of Gershon's ideas had always been to write a book on Jerusalem. Instead, he became the city's Mayor. He took immense pride in the task, and suffered at the fortunes of coalition politics, lack of money, dependence on government finance, doubtly trying for a man who had been his own master for so long. "There should be three mayors," he said. "One to receive official guests, one to quarrel with the Government and one to run the administration."

Jerusalem, the capital, was to be an instrument of Israel's growth but, like the paper at an earlier time, the city became for him a living creature to be guarded and fostered for its own sake. He loved the city like he had loved *The Post*, and both mourned him at his untimely passing.

3 BIG REASONS WHY YOU SHOULD ENROLL IN AACI !!

1. Your membership enables AACI to do an effective job in meeting tremendous budgetary demands involved in serving an ever-increasing Aliya from North America.
2. Your voice is added to the mounting influence harnessed by AACI in its fight for improved standards and better civic awareness.
3. For your own benefit — AACI provides you with expert counselling on matters affecting your Aliya and Kiita, financial assistance (second mortgages and loans), employment and housing services, social and cultural programmes and community projects in which you can participate.

"Pave the Newcomer's Way... Join AACI Today!"
Single Dues — IL12; Family — IL20
MAKE AACI'S 72-73 MEMBERSHIP CAMPAIGN GO OVER THE TOP!

AACI ASSOCIATION OF AMERICANS & CANADIANS IN ISRAEL
58a Rehov Hayarkon, Tel Aviv • Tel. 56201-3
Branches throughout Israel.

THE JOINT DISTRIBUTION COMMITTEE and JDC/MALBEN

Warmest greetings on this happy occasion. May you continue to serve our people for many more years.

You're way ahead with Israel Discount Bank

Are you in Israel as a visitor, investor or new immigrant? Whatever the case, we can be of great assistance and we shall enjoy doing it. Your banking needs will be promptly and efficiently attended to at any of our 133 branches throughout Israel. And if you feel like having a chat on a specific or personal matter, do call at your convenience on the highly specialized staff of our Business Development Department in Tel-Aviv, Jerusalem or Haifa. You will be more than welcome and help and advice will be offered on the spot. Or just drop us a line, if your schedule is too tight, at one of the following addresses:

- TEL-AVIV — Main Branch — 27/29 Yehuda Halevi Street, Tel. 54545 (Dr. J. Baranes, Mr. J. Barisaac, Mr. P. Katz)
- JERUSALEM — 11, Ben-Yehuda Street, Tel. (02) 20121 (Mr. M. Bar, Mr. A. Menashi)
- HAIFA — 47, Haatzmauth Road, Tel. (04) 67771 (Mr. P. Buzaglio)
- NETANYA — 26, Kikar-Zion, Tel. (053) 28861 (Mr. H. Ashkenazi)



Israel Discount Bank Ltd.

Overseas Branches:
New York: 511, Fifth Avenue (Main Office)
1350 Broadway
Nassau: P.O.B. 1543, Bahamas.

Discount Bank

where friendliness is a way of life

A brief history of The Jerusalem Post from its founding in 1932 to the present

FROM 1923 until 1932, Jacob Landau, of the Jewish Telegraphic Agency, published as a sideline in Jerusalem a publication called the "Palestine Bulletin," which gave an account in the English language of what was happening in Palestine, without attempting to function as a real newspaper in the full sense of the word. Gershon Agron (then Agronsky) had come to the country in 1927 as a one-man journalistic syndicate, serving the Hearst press, and "The New Palestine" — A.P., U.P. and Reuters were later also bid for his services. Landau persuaded Agronsky that he had no right to serve only the foreign press with his able typewriter, he should help a Jewish news service like the J.T.A.

Gershon was convinced, and took over the Palestine bureau of the J.T.A., later becoming editor of the "Bulletin" as well, having been promised "unfettered discretion." Landau's success in getting Agron did not work out exactly as he wanted: his new editor did not see eye to eye with him about the way in which the events should be interpreted and to what extent the paper should contain comment and present a point of view. And so friction developed. So was born in Agronsky the idea of producing his own paper, a real paper, not just a bulletin. One day in 1932, sitting on a park bench in the old Levant Fair in Tel Aviv with Ted Lurie, he expounded his dreams and schemes. Lurie, whose parents had settled in Haifa, had graduated from Cornell University in 1930, and had come from the U.S. on a visit. He worked for a short time at a kibbutz, and did a job for the Hagana at the request of Ya'acov Dori, later to become the Israel Defence Forces' first Chief of Staff and then President of the Technion in Haifa.

Park bench meeting

Sitting on that park bench, Ted became enthusiastic about Gershon's idea, and agreed to put up some money for Gershon to travel to London in search of finance. Ted borrowed £250 from his father, half of it being Ted's own stake in the gamble.

All that Agron needed from London was £3,335, no great sum, although, of course, a pound sterling was a pound sterling in those days. He got his money from men like James de Rothschild, Lord Melchett, Sir Lionel Cohen, D.L., Nathan, Harry Sacher, and Dr. Eder, men with names famous in Zionist history. Having got the initial capital, Agron was able to negotiate with Landau to take over the "Bulletin" — among those who helped in the negotiations were Yosef Sprinzak, later Speaker of the Knesset, and Professor Selig Brodetsky.

Aims

In October, 1932, Agron described his aims, with some modesty:

It will be my sole object to produce a paper of which we shall be somewhat proud and which will do its share towards the improvement of relations. The High Commissioner, whom I had the honour of informing of this matter on September 30, is as genuinely interested in the latest development as he was in the initial proposal. Indeed, he (Wauchop) was among the many who had always favoured the joining of forces in the production of an adequate English newspaper.

Later leaders of the British Administration were not to share this enthusiasm for *The Post*, as it became a formidable instrument countering British policies. The seven subscribers to the Palestine Association of the Palestine Post Ltd. included

three non-Jews, Canon Danby of St. George's (also correspondent of "The Times," and later a formidable writer in *The Post* for fortnight editorials), A.E. Mulford (correspondent of Reuters), and A.N. Young, an auditor. The Jewish members of the Board were most impressive: Henrietta Szold, Colonel F.H. Kisch, S. Horowitz, Dr. A. Katznelson, A. Goldwater,

and of the non-Jewish English Zionists. In order that the publication may, from the start, enjoy the sympathy of Englishmen in Palestine, it is intended that in all general questions the British point of view should, as far as possible, prevail. This paper will give its utmost support to the Government in its difficult task of carrying out the Mandate; and while maintaining a critical attitude towards all who do not act in the spirit of the Mandate or who obstruct the natural develop-

The first issue of the paper was printed on a flat-bed press at the Hasolel Press, which had been for 12 years the hub of Jerusalem journalism. It had been started with British Jewish capital by a group of pioneers. Alexander Aronson, a member of the famous family which spied for the British against the Turks, and Itamar Ben-Zvi, the son of the

Like many Americans, Agron was a great admirer of English attitudes, and he quarrelled with the British more in sorrow than in anger. Later, his original concept of "His Majesty's Loyal Opposition" became harder and harder to maintain, as the Administration's policy turned more and more viciously anti-Jewish.

Pro-British or anti-British, the only English-language newspaper in the country was geared to provide Tommy with something to read — a cricket test match, with Larwood hurling thunderbolts at Don Bradman and the King giving up his throne for an American divorcee. Vital foreign news was the sugar around the pill of Zionist views, and the British soldiers swallowed it, even if some of the officers disliked the pill.

When the 1936 Arab riots broke out, and 100,000 soldiers were brought to Palestine, sales jumped to 18,000-20,000. During World War II, with Palestine a major base, sales went up to 30,000-35,000. Moshe Pinto, the former night clerk, recalls how the paper was sent by special cars north to Beirut and Damascus and south to Rafah. It went into all the Army camps.

As tension mounted between Jews and British, as well as Jews and Arabs, the Administration became dissatisfied that the troops had to rely on their daily ration of information, entertainment — and instruction — on a paper expressing the Zionist point of view in such clear terms. They brought in from Cairo the "Mid-East Mail" to counter *The Post*, and put obstacles in the way of *The Post's* sales to soldiers.

RELATIONS became ever more bitter. *The Post* was the voice (in English) of Jewish Palestine, demanding justice and rights under the Balfour Declaration, as contrasted to British policy under the 1939 White Paper. The more it crusaded, the less the authorities liked it, and the better it did. Foreign newspaper correspondents picked up their stories from *The Post's* columns and from the celebrated Friday evening gatherings at Gershon's house.

Tapped phone

The British used censorship and intimidation, with unimpressive results. On one occasion Ted Lurie, who was then the News Editor, was taken by Police Inspector Callling to the Special Branch of Police Headquarters, and told there by Commissioner Giles that they knew he had been spreading alarm and despondency by telephone — they had tapped *The Post's* telephone, and had heard him say to somebody that five British generals had been captured in the Western Desert. He denied the charge indignantly and was told he was a liar.

Returning to the office, he ascertained that Mulford of Reuters had called Julian Melitzer, then a reporter for both *The Post* and Reuters, and told him that the news of the capture of the generals had come over the Reuters ticker. In fact, it was announced over the B.B.C. some minutes before the police had grilled Lurie.

When Agron later demanded an apology, the Chief Secretary answered loftily that he did not think it was called for.

A 16-year-old boy, Haim Rubovitch, was distributing pro-I.Z.L. placards when he was caught by a British Special Pat-

(Continued on page 10)

BEHIND THE



British soldier reads Post, left. At right, Jaffa Road passers-by stop to look at display of war pictures early in 1945.

HEADLINES

Dr. A. Kastaliensky, Miss A. Landau, and S. Tolokowsky.

ON December 1, 1932, the new paper appeared for the first time and explained its objectives in a front-page editorial:

The sole object of the new paper responding to the needs and tastes of British residents, other Europeans, Palestinians... published in Jerusalem in the interest of the entire population of the country, nothing Palestinian will be alien to The Palestine Post.

Agronsky's aims had been set out in full in a memorandum to the Board, preserved in the Henrietta Szold archives (*The Post's* own archives were lost in the fire when its premises were blown up in 1948.)

The unsatisfactory relations existing in Palestine between the Jews and the British, official and unofficial, which have now become more apparent since the disturbance of August, 1931, and the irritations arising from the lack of understanding on the part of the British of the justice underlying the Jews' title to develop their National Home, have led some Palestine Jews to the conclusion that an effort should be made to improve conditions by means of an English daily newspaper.

The policy of the paper will be based on the Palestine Mandate, the Palestine Constitution. The editorial policy of the paper on the Mandate will be the same as that of the responsible Jewish author-

ities of the country, the paper will endeavour to be of assistance to the Mandate in upholding British authority and prestige. With this end in view, an English non-Jew of high standing who believes alike in the Jewish nation and the Jewish destiny in Palestine, has been invited to act as foreign and imperial editor and has agreed to serve.

After detailing specific plans for the content of the paper, the policy statement continued: "While steadily pursuing a pro-Mandate policy, it will be the aim of this paper to secure as fair a presentation of the Arab case as possible and those phases of it which do not directly or indirectly impinge upon the Mandate will be given support."

"The paper will seek to uphold European influence in the Middle East, will advocate the pursuit of a plain and common-sense policy by the British and French mandatories, its correspondents from Middle East centres (Cairo, Baghdad, Beirut and Amman) will tend to reflect the fullness of the proposed Arab Federation and to invite attention to the undesirable features of pan-Arabism."

In Palestine the paper will give every encouragement to genuine co-operation between all sections of the people... It will advocate local reform, and will discountenance extravagance in Government finance and in the finance of other public bodies.

The preliminary statement of policy, phrased in matter-of-fact business terms, was, in fact, the climatic expression of years of thought on the Zionist question and years of Zionist activity in America and in Jerusalem undertaken by Gershon Agronsky. It was for the next 28 years until he was elected Mayor of Jerusalem, the story of *The Palestine Post* was to be very largely the story of Gershon Agronsky.

Hobrow lexicographer, were at the heart of this printing activity.

Among others present at the birth of the paper, besides Agron and Lurie, were Anne Goldsmith, in charge of advertising, women's page and features, and Moshe Pinto, night clerk, later to be head of the circulation department.

Jacob Landau was not happy about Agron's policies, and his representative wrote that: "He wishes to place on record that he is not to be identified with the editorial policy of the paper (which bore the masthead: 'The Palestine Post, incorporating the Palestine Bulletin') upon the several controversial issues that may arise or to be responsible for it." Landau disposed of the J.T.A. shares, and the "Palestine Bulletin" disappeared into journalistic history.

The printer asked Agron how many copies to run: Gershon wanted to know how many "Palestine Bulletins" had been printed the day before. "Eight hundred." "Make it twelve hundred."

A copy of the new paper cost one piastre, compared to a half-piastre for the Hebrew and Arabic papers. A subscription cost £2 a year — and subscribers were considered to be optimistic. Copies were sent to Tel Aviv by car, to Haifa by car as far as Lydda, thence by train.

The main buyers were British soldiers, the few English-speaking settlers, and the German immigrants, who rapidly increased in number during the years that followed.

Forty Twenty Ten & One

To our good friends at
The Jerusalem Post
Greetings on your 40th anniversary
From your colleagues at
DAHAF
Celebrating its 20th year of activity
and 10th successive year as
Israel's Number 1
Advertising Agency



DAHAF ADVERTISING LTD. Head office; Dahaf House, 8 Simtat Beit Hashoeva, Tel-Aviv, Tel. 622547-8-9
46 branches throughout the country.

HISTORY FROM THE PAGES OF THE JERUSALEM POST

On the pages of *The Jerusalem Post* during the last 40 years is recorded the day-by-day history of events, as well as the reactions and opinions of the leaders of the Jewish renaissance. There are some gaps in the reportage, due to censorship imposed by the British

and self-censorship accepted by the paper in order not to disclose secrets of Jewish self-defence and "illegal" immigration. Otherwise, the record presented in the article below and others appearing in this special supplement is complete.

Watching the rise of the Third Reich

ALREADY in the second issue of *The Palestine Post*, on December 2, 1932, the paper dealt in its editorial with the increasing strength of Adolf Hitler. In the light of hindsight, the leader seems extremely mild, as it reviews the possibility of Hitler becoming Chancellor and presiding over a coalition cabinet of his own choice. The writer refers to the loss of the German colonial empire, and of the army and navy, with a consequent blow to Germany's national pride. "The appeal to show her faith in the German spirit, free and untrammelled... this to most types of nationalist temperament could be an almost irresistible appeal."

Hitler moved fast. By February 2, a headline notes "Germany on Eve of Hitler Dictatorship"; on the following day, the banner headline was "Hitler Dissolves Reichstag." The leader commented: "Herr Hitler has German youth at his back; he has Germany's almost fabulous unemployment totals, and he has all Germany behind him in his attempts to re-establish German self-respect in Germany's own eyes and the eyes of Europe. Of such auspices little more than the counsel of despair can be expected."

On the following day, Hitler announced his programme, which led to this leader: "The programme sounds... singularly unreal. To the ordinary Englishman it is distasteful: it has all the vices of sabre-rattling and extremism, and its 'Juda verrecke' slogan seems slightly in ill-taste and a crude resurgence from the Dark Ages."

Responsible people apparently still hoped that sweet reason would prevail, they had no inkling of the horrors that lay ahead. On February 8, the paper commented: "There is nothing to show that Germany is passing through anything but a brief, artificial, chance interregnum."

Yellow badges

On April 2, 1933, a news item reported that Jews were being forced to wear yellow badges, and the leader commented on "Jew-baiting." In the same month German Christians' deletion of the Old Testament was described as "obviously no longer in the region of normal nationalism." By May, the leader talked of "Evaporating Sympathies," as "distaste became more acute daily." Nevertheless a leader on the Disarmament Commission thought that it is "no longer fair or honest to accuse Germany of dangerous and subversive militarism."

The Nazi spirit spread to England, and there were demonstrations in Piccadilly, with a leader wondering if England too would go Fascist. The visit of Rosenberg to the British Foreign Office, however, inspired some hope that he would be convinced that Hitler's tactics were bringing nothing but discredit to Germany. In the same month the Austrian resign policy, but deploring that Nazis started pressing for an Anschluss, leading to a ban on the wearing of Nazi uniforms in public.

On May 19, 1933, *The Post* carried the first eyewitness account of how the Jews were being treated in Germany. The German Jews began to pour into Palestine: "Practical Idealism," a

leader on August 1, urged that protests against the Nazis should be linked to the building of German Jewish settlements for the refugees. A feature story written a few days later described the effects of Hitlerism on Tel Aviv — "streets" were being converted into "strassen."

In October, 1933, the first mention was made of the concentration camps — a letter was de-

voled of the stormtroopers under Roehm and Von Papen, with its subsequent suppression and the execution of Von Roehm. *The Post* commented correctly that what happened was perhaps proof of Hitler's strength rather than an indication that the Nazi regime was in danger.

On August 3, 1934, when Hindenburg died, according to *The Post*, he was as venerated by the

German Air Force. Germany re-introduced general compulsory military service, and staged a great militaristic display in Berlin. *The Post* mourned over "German Rampant": "To discuss European peace during these coming days, untroubled by fears of a war worse than the world has yet known, is to stretch optimism to such absurd lengths as to make it merely grotesque."



Hitler with supporters just prior to the abortive Bavarian putsch of 1923.

(Nana Photo)

many Jews in Palestine were wearing "Hitler under-the-nose moustaches," and suggested that either these should be shaved right off or they should be grown wavy.

In May, Hitler made a speech condemning the meaningless sacrifices of war and the empty nature of victory. This was hailed as a gesture towards peace. A month later, Arnold Zweig arrived in Palestine, and applied for citizenship.

Get them out

A report from Berlin in November said that there was no place in Germany for young Jews, the only thing to do was to get them out quickly: the eyes of all German Jews were turned to Palestine. The review of 1934 published in the paper on January 1, 1935, said that 1934 had been a fortunate year for Palestine, since the German immigration had started at a time when Palestine was returning to its old role of being a geographical and commercial link between east and west.

The editorial a month later wondered optimistically, "Can The Worst Be Over In Germany?" But 10 days later *The Post* noted the spread to Baghdad from Berlin of aggressive nationalism bordering on hysteria. In March 1935, Europe was reported to be aroused by the growing strength of the

of Ethiopia, were introduced into Palestine as well, although *The Post* protested. "Palestine is in the Empire for the purpose of economic sanctions, outside it for purposes of Empire preference."

German Jews immigrating to Palestine were getting some goods out under the "ha'avara" scheme. Colonel F.H. Kisch, a veteran leader and member of the establishment, wrote a long letter to the paper denouncing "ha'avara," alleging that it assisted the Nazis in the financial field, and harmed young Palestine industries. A strong defence of ha'avara was published by the Jewish Agency, on the ground that it was essential to help the German Jews get out with what they could.

On March 8, 1936, Hitler's troops re-entered the Rhineland, and he announced that the Locarno Treaty was dead. For the first time, *The Post* talked of him as the Fuhrer, not Herr Hitler.

Haile Selassie in J'lem
Emperor Haile Selassie of Ethiopia came to Jerusalem on May 5, and, on the following day the Italians occupied Addis Ababa. From his suite in the King David Hotel, the Negus appealed to the world in a three-page communique.

AS the Arab riots broke out in the spring and summer, with a daily record of murders, local news naturally dominated the pages of *The Post* in the months and years that followed, and foreign news tended to be cut to a minimum. But on July 20 a revolt of the Spanish fleet made page one, as did a story the following day that civil war in Spain was feared. Three days later, the execution of 316 Spanish Fascists was reported. By the end of the month, the Spanish Government was said to be in a death grip with the rebels.

Berlin Games

On August 2, 1936, Hitler opened the Olympic Games in Berlin, and *The Post* commented editorially that the Games were "undeniably political." News condemning the meaningless sacrifices of war and the empty nature of victory. This was hailed as a gesture towards peace. A month later, Arnold Zweig arrived in Palestine, and applied for citizenship.

Then the Germans announced, on July 28, that German Jews would be barred from participating in the Olympic Games. *The Post* deplored the "New Nazi Onslaught." It thought that there were two possible explanations, either the desire to distract the population from its grievances, or that "the complaisance, weakness and servility so characteristic of good Germans" have convinced the leaders that there is "nothing to prevent their carrying a stage further the basic principles of the Nazi programme. A week later, Goebbels proclaimed the Nazi intention of annihilating the Jews, leading to an editorial on "The Jewish Crisis in Germany."

The German Nuremberg laws were promulgated; "life for Jews after the Nuremberg decrees is impossible."

Sanctions against Italy, as proclaimed by the League of Nations following Italy's invasion

(Continued on page 15)

(Continued from page 15)

off to reflect on five years of Nazi power. "The position of the once so proud and always so patriotic German community offers a terrible decline."

The Austrians were said in February to be capitulating to a German ultimatum and a month later Hitler invaded Austria.

A page one story on June 3, 1938, said that more Jewish prisoners were being sent to the Dachau concentration camp. A few days later a new Nazi decree denied Jews the right to transfer any money. On the following day, it was reported that 100,000 Jews had left Germany between February 1, 1933 and March, 1938. On the 19th, widespread Jew-baiting and arrests took place in Berlin and Vienna, and two days later the Jews in Germany were said to be in a panic about the new measures taken against them. Goebbels announced: "The presence of Jews in the Reich is unbearable."

Chamberlain to Munich

September, 1938: Hitler warned the world that Germany would not tolerate subjugation, and issued an ultimatum to Czechoslovakia. Chamberlain flew to Munich. The editorial noted that "For the first time in many months events in Palestine took

RISE OF THE THIRD REICH

second place yesterday while interest was focused on the European situation."

Hitler and Chamberlain signed their 20-year peace treaty at Brechtsgarten. The Post was not impressed by Chamberlain's claims, and, in a five column headline, proclaimed sadly, "Czechoslovak Anguish — Dismemberment of Possible Extinction." The leader that day commented: "The 'advice' which the Western Powers are preparing to give Czechoslovakia serves notice on that unhappy country that, in the event of a conflict with Germany, she would stand alone... It is the story of Abyssinia and the League all over again..." The following day's leader was on the "Czech 'Do Profundis' Cry, 'We Stand Alone!'"

"These words will surely sear the conscience of mankind as they will ring down the ages, to the everlasting shame of this our generation..."

Hitler pressed his advantage, and insisted on the immediate evacuation of the Sudetenland. On

October 2, the page one headline said that Czechoslovakia had been dismembered to save the peace of Europe. Duff Cooper resigned, and the Czechs mourned that they were bequeathing their sorrow to the English and the French. "Peace Without Honour," said The Post leader. Benes resigned. Italy introduced stringent anti-Jewish decrees, and Jewish property was confiscated. Anti-Semitic feeling was said to be increasing in Prague.

On December 4, 1938, the Germans set up a "ghetto" for Berlin Jews. The leader commented, "Germany is creating a new caste of slaves in the very heart of Europe..." A few days later a news story described the Nazi tortures inflicted on Saarland Jews, followed by another report, on December 8, 1938, of wholesale murders of Jews in German concentration camps.

Schacht's scheme to "sell" Jews to the world was page one news on December 22. A month later another front page story was devoted to "Jews in the hell of Buchenwald."

In March, 1939, the Nazis annexed Czechoslovakia, and seized Memel; the Great Powers discussed drawing up an anti-Nazi Declaration. Italy annexed Albania, and Roosevelt warned the dictators to keep their hands off the world.

Summer, 1939

For a few months foreign news dropped out of the picture: too much was happening in Palestine itself. But in August the Axis Powers hit the headlines again with their "Eastern Campaign," as the "Peak of Nazi Anti-Polish Agitation" was reached. On August 21, The Post produced this prophetic editorial on the "Hitler Time Table": "Since German policy is to some extent a function of the calendar, it is highly probable that the crucial month of September will not be allowed to go by without some attempt to extend the field of operations."

On August 23, the "Nazi-Soviet Pact Stuns the World." This was condemned in the August 25 leader; on the same day, Britain announced that she would stand

by Poland. Hitler called off a Nuremberg rally.

Weizmann announced, "The democracies' war is our war." Palestine prepared for a war emergency; the Jewish Agency appealed for unity and discipline. On August 29, while the headline announced that the war of nerves was being intensified, Haifa was blacked out. The Post commented somewhat optimistically: "Hitler has lost the war of nerves, for his threat to plunge Europe into war will not deceive those who know Germany's true strength. If his opponents remain firm to the end, they and not he will impose a settlement."

Hitler broadcast his 16 page terms, which were rejected out of hand; in any event, his troops had already invaded Poland, and 130 Poles were reported killed in the first air attack of the war. On September 1, a six-column headline announced that there would be no negotiations with invaders. On that day England and France declared war on Germany.

The Va'ad Leumi and the Jewish Agency issued a statement that the Jews were opposed to the White Paper and not to Great Britain or the British Empire. Ben-Gurion declared, "We shall fight the war as if there were no White Paper, and the White Paper as if there were no war."

THE UNITED JEWISH APPEAL CONGRATULATES THE JERUSALEM POST IN RECOGNITION OF FOUR DECADES OF OUTSTANDING PUBLIC SERVICE TO ISRAEL AND HER PEOPLE

PAUL ZUCKERMAN
GENERAL CHAIRMAN

EDWARD GINSBERG
PRESIDENT

IRVING BERNSTEIN
EXECUTIVE VICE CHAIRMAN

HERBERT A. FRIEDMAN
EXECUTIVE VICE PRESIDENT

CHAIM VINITSKY
DIRECTOR-GENERAL, UJA ISRAEL OFFICE



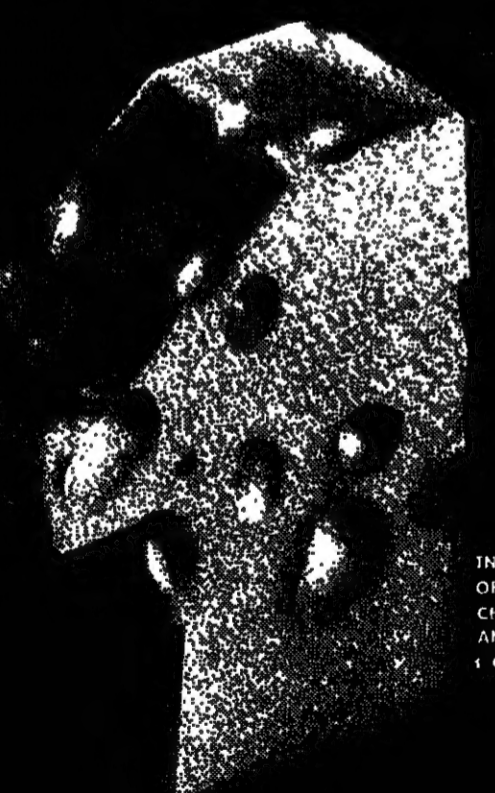
PEUGEOT

THE BEST SELLING CAR IN ISRAEL

Congratulates the Jerusalem Post on its 40th anniversary

TNUVA WAS VOTED NO. 1

Guess that makes us the big cheese.



TNUVA MAKES 40 KINDS OF DELICIOUS HARD CHEESE, AND EVERY SINGLE ONE OF THEM IS NO. 1.

TNUVA

won 1st place in public popularity polls

The PROMISED LAND Ltd.

is about to celebrate its 4th anniversary. We wish The Jerusalem Post many happy returns on its 40th anniversary.



- Travels
- Tours
- Freight

JERUSALEM, 10 Rehov Hillel, Tel. 228311, 228900
TEL AVIV, 6, Rehov Shalom, Aleicham, Tel. 50951



The perfect mouth. Its more color, more moisture, more shine, more shape than was ever possible before.



The perfect mouth. With the new automatic lipstick: Minute Brush-On Lipcreme.

Helena Rubinstein. Beauty that works.

Free cosmetic advice, is given every Mon. & Wed. 3.30-6 p.m. at the Helena Rubinstein Beauty Education Centre, 94 Kerem Kayameth Blvd., Tel Aviv. Free cosmetic advice, for teenagers only, is given every Tuesday between 3.30-6 p.m.

HISTORY FROM THE FRONT PAGES OF THE JERUSALEM POST

PALESTINE was perhaps the most commissioned country that ever existed: every two or three years the British Mandatory authorities sent out new commissions to investigate what was happening. On January 3, 1933 The Post said in a leader — very, very prematurely — "At long last we seem to be emerging from a wearing (and surely expensive) series of professional diagnoses. These began with the Shaw Commission and ended with the French Report... while the physicians sought for deep-seated organic trouble, there was nothing in fact but a superficial inflamed abscess."

The internecine strife between the Jews was bitter. On June 20, 1933, Chaim Arlosoroff, the brilliant Labour Zionist leader and equivalent of a minister of foreign affairs in the Jewish Agency was murdered. The leader, on "Political Murder," said sadly: "He deserved well of all." Later a Revisionist, Abraham Stavsky, was charged with the murder. The Post refused to give publicity for the Stavsky Defence Fund, as it appealed to the wrong sentiments of the community. But, when Stavsky was convicted, The Post urged that the death sentence should not be imposed. His subsequent appeal was upheld.

In October, 1934, a leader pointed out that agitators were inciting the Arabs, as in 1929. The Post warned the Government on November 19 that brakes and checks imposed on Jewish immigration would cause an economic crisis in Palestine. Mufti's militia The Mufti of Jerusalem undertook to stop "illegal" Jewish immigration: an editorial on "Mufti's Militia" complained about "unofficial gendarmes to police frontiers against Jewish illegal immigration."

On October 28, 1934, the page one story was headlined "Internal Zionist Peace" — Ben-Gurion and Jabotinsky were reported to have signed a solemn pact in London. The Post was delighted that "the Zionists are determined to have done with political quarrelling which ends in brawls..." Later, however, the Histadrut refused to confirm the agreement. Weizmann was rejected as President of the Zionist Movement, and his second-in-command, Nahum Sokolow, installed in his place. The Post commented in a leader that "Weizmann, though no longer officially leading the movement, is still considered by supporters and opponents alike, as the living spirit of the leadership." He was re-elected in September, 1936.

A new solution to the Palestine problem was proposed by the British, the creation of a Legislative Council. The Jews refused to have anything to do with the Council. The Post explained that it was a scheme conceived on traditional crown colony lines, a direct blow at the National Home. "It implies the reduction of the Jewish position in Palestine to one of minority status. It defies the underlying conception of the Mandate that the entire Jewish people — and not alone those already settled in Palestine — has a stake in the destinies of Palestine."

The British announced land sales restrictions. This announcement was condemned by the Jewish Agency as a check to further progress. The Post was scathing in its comments on a prohibition "that had nothing to offer the Arab cultivator bent on improving his land and its produce," but was intended as an obstacle in the way of a Jewish National Home. The Legislative Council project was discussed in the British House of Commons and the House of Lords. Reviewing these debates, The Post suggested that the Arabs should meet the Jews in a roundtable conference. But all idea of talks ended when savage riots broke out in Jaffa. Nine Jews were killed and dozens injured. The Post editorial called on the Jews for discipline and political sanity, without being intimidated by acts of crime and

were killed by troops, and a day later another ten, as well as a British constable. The appointment of the Royal Commission, under the chairmanship of Lord Peel, was announced; it was received without enthusiasm by The Post, as it was considered to be a concession to the Arabs. Two Jewish policemen and an Arab police inspector were killed in the North. The Post commented: "If the Jews have any complaints, it is that more of them are not allowed to bear arms in their own defence — arms and not ridiculous shotguns, which were all that these luckless watchmen could shoulder against too-well-armed marauders."

The Arab Higher Committee empowered Nuri Said to act for it. The Post called for martial law and vowed that intimidation would not deflect the Jews. The Colonial Secretary wrote to Dr. Weizmann assuring him that no promises about stopping immigration had been made to Nuri Said. General Dill was appointed supreme military commander in Palestine, and Jewish ex-soldiers volunteered to serve in putting down the disturbances. Six British soldiers were killed in a battle in the North.

The Post wrote about Dill's mission: "The Jews have shown by their exemplary steadiness and self-control that they do not desire an unprovoked attack by one side to degenerate into a civil war. Yet they would wish to be of this Force, even as Jews formed a not inglorious part of General Allenby's forces in the conquest of Palestine."

On September 24 the first troopship arrived, and the following day there were 60 Arab casualties in heavy fighting. On September 30, 1936, martial law was proclaimed, to the satisfaction of The Post. On October 11, the Arabs called off the strike, which was welcomed by The Post, which reviewed the past few months, praised the Jews for their "superhuman restraint."

Peel Commission Immediately afterwards the Arabs announced a total economic boycott of the Jews. Lord Peel's Commission arrived, and was given a qualified welcome by The Post: the Arabs did not attend the reception ceremony, and ignored Peel's plea for cooperation. But Emir Abdullah of Jordan came to Jerusalem to persuade the Arab Higher Committee to appear before Peel. Weizmann and Sharett's evidence was reported in The Post at length: Peel questioned Sharett closely about "illegal" immigrants.

On January 12, 1937, the Mufti, abandoning his lofty position with regard to Peel at the urging of the Arab kings, took the stand. He demanded an independent Arab Palestine. On the following day Auni Bey rejected any kind of compromise, and refused to meet Jews at a round table. The Post leader on January 25 admitted that the Jewish Agency witnesses had pitched their claims in a minor key, and had refrained from asking what was fully due to the Jews. The paper appealed to the Arabs to formulate its case on something other than theft, Jabotinsky and Col-

not the whole of it, enough at least for elbow room." Sacrifices asked On the following day a long and eloquent plea by Peel was featured on the first two pages of the paper, but The Post answered that, if there had to be division, the area given to the Jews had to conform to the needs of the people. Dr. Judah Magnes argued for a freely negotiated agreement as an alternative to partition. The Colonial Secretary, William Ormsby-Gore, pleaded with the Jews and Arabs to make sacrifices and to accept a solution. In London, Gen. Sir Henry McMahon, who had negotiated with the Sheriff Hussein of Arabia during World War I, and whose famous letter promising to the Sheriff a great Arab state as the price for the Arab Revolt was the basis of the Arab claims, published a statement that Palestine was never included in the pledges to the Sheriff. A Zionist Congress opened in Zurich on August 3 with the delegates divided into yes-sayers and nay-sayers. Weizmann indicated that he was willing to consider the principle of partition, but not the map suggested by Peel. Menachem Ussishkin came out vehemently against any kind of partition, comparing it to the Uganda project. The Post leader endorsed Weizmann's attitude as a reasonable and logical choice of the least distasteful of alternatives.

A furious debate followed in the Congress. Eventually Weizmann's proposal was carried by 304 votes to 158. This insisted that the mandate was workable, that Jews and Arabs could live together, and that immigration should not be curtailed — but Congress authorized the incoming Executive to negotiate with the British about the possible establishment of a Jewish State. Weizmann was again elected president of the World Zionist Movement. The Post welcomed these decisions in a sober and restrained leader. At the end of the month, an Egged bus was ambushed near Motza and a man killed. Three Jews and two Arabs were killed on the following day. On September 1, four Arabs were murdered. The Vaad Leumi called for discipline and restraint, urging the Jews to maintain national discipline and not to attack innocent people. The Post expressed

horror about the murder of the Arabs, and rejected any suggestion that such action was a justified reprisal for the murder of the Jews. Andrews murdered Fifteen Jews were summarily convicted for carrying arms, and sentenced to a year's imprisonment in Acre. There were more killings in various parts of the country. Eden told the League of Nations that England was not committed to partition, and asked for the Mandate to remain in force. The League agreed. On September 27, Lewis Andrews, Acting District Commissioner for Galilee, was shot dead as he was leaving a church in Nazareth. The shock and horror moved even the Mandatory Regime to take strong action. The Mufti was deprived of all his offices; six leaders of the Arab revolt were ordered deported. It did not help. Bombs were thrown at Jewish buses; a train was derailed; a convoy was ambushed. As a "purely temporary measure," 8,000 certificates were issued in November, 1937, for a period of eight months. "Six killed, several wounded, in Jerusalem's day of terror — Five Arab victims of Three Daylight Attacks" mourned a banner headline on November 15, 1937. The Post commented indignantly: "Every Jew must ask himself if it can indeed be true that Jewish miscreants fired some of the shots... If there was but one, whose death pointed to a Jew's guilt or complicity, the depraved wretch would have to be excommunicated..."

The Vaad Leumi condemned retaliation, and appealed to the Yishuv to set its face against reprisals. The Jewish Agency said it would oppose to the utmost any attempt at retaliation against innocent people. Forty-five Jews were arrested. Joseph Baratz called for the creation of a new settlement where the five were killed near Kiryat Anavim — and so Ma'ale Hahamisha was born. The leader on November 22 condemned the wholesale arrests and detention, pointing out that membership in the Revisionist Organization could not be considered identical with lawlessness. A Military Court imposed the first death sentence ever passed by such a court; this was immediately confirmed by the Commander of the British Forces, and the death sentence carried out within 72 hours. MacMichael and Tegart

December, 1937, opened with two policemen being killed in the North, a Beit Alpha watchman being attacked, and a boy wounded in Haifa. A new High Commissioner, Sir Harold MacMichael was appointed; he was hailed by The Post as an "Iron Hand in a Silk-glove," and his picture was published. Sir Charles Tegart, arrived in Jerusalem on a special mission. The Post published a second and different picture of MacMichael, with an apologetic note that the first one had been a mistake. During the month there was a heavy toll of casualties of Jews, Arabs and British. On January 4, 1938, the British Government issued a statement expressing its adherence to partition. Two Jews were killed. Then, on January 11, the Arabs struck a blow that shocked the British as well as Jews: they murdered Dr. J. L. Starkey, of the newly established Rockefeller Museum, on his way to work. Dr. Starkey had been responsible for the dig at Lachish, and was considered a friend of all peoples. Despite the assassination, two days later the Rockefeller Museum was officially opened. Many more murders took place throughout January and February. Wauchop goes March, 1938, brought a laudation (Continued on page 20)

The 'Thirties: Arab, Jew and Briton

R
F

Ruder & Finn Inc. Israel · New York
Hails The Jerusalem Post
On its 40th Anniversary celebration

To communicate
is the beginning
of
understanding

The '30s: Arab, Jew and Briton

(Continued from page 19)

tory farwell from *The Post* to Wauchope, the outgoing High Commissioner, who was leaving Palestine "a greater man than he was when he came," and a welcome to MacMichael, who was said to have a wonderful chance of turning a fresh leaf. He at once announced a policy of "authority, law, order, progress and development": *The Post* was delighted with his spirit of impartiality.

Three colonies were assaulted on April 2, but successfully defended themselves. On April 7, however, a band of 30 Arabs killed two Jewish farmers at Elin Hashofet. Two Arabs and a Jew were killed on April 9; two days later there were two bomb explosions at the I.P.C. terminal; on the fourteenth four Arabs were killed by brigands; then four Jews were killed in an ambush near Petah Tikva.

The *Post* leader on April 25 deplored a report that three Jews were caught carrying arms shortly after an attack on an Arab bus. "The possibility that the splendid self-restraint may have been broken is disturbing." At the end of April, 1948, a Commission charged with pursuing Palestine Partition, arrived, which spurred the terrorists to the murder of six Arab policemen, the kidnapping of a mukhtar, and an attack on a Beduin tribe. On the credit side, a notorious terrorist was shot dead. Hanita beat off an attack by brigands.

Abdullah moderate

The *Post* noted that there were some moderate Arabs prepared to consider partition, but could not be effective because of the enmity between Emir Abdullah and the Grand Mufti. The killing went on almost every day.

On Tuesday, May 24 — "Black Tuesday," *The Post* called it — there were 22 Arab casualties in eight Jerusalem outrages. *The Post* commented: "For Jews to take the law into their own hands is a thing so exceptional as to arouse the aggressor to even greater aggression... Every shot has the effect of prolonging and lengthening the country's misery... For the very life and soul of the Jew must keep his sword out-drawn clear, and this means no retaliation upon innocent people, no matter how provocative the aggressor."

On the following day an Arab was killed and three were wounded in an outrage in Haifa. A British constable was murdered in a grove. A schoolboy was shot near Jerusalem. Two Jews, Abraham Sheen and Shlomo Ben Yosef, were condemned to death for discharging firearms and carrying weapons. Ben Yosef showed in court: "Long live the Jewish state on both sides of the Jordan!" *The Post* pleaded for justice to be tempered with mercy, and urged that the supreme penalty should not be imposed.

On June 6, 1938, Abdullah proposed that the 1922 partition of Palestine should be annulled, and one united kingdom, with autonomy for the Jews in their own areas and the right to settle anywhere, introduced, the Mandate to remain. *The Post* thought the plan sketchy, but a possible kernel for Jewish-Arab understanding.

On June 30, 1938, 72 hours after being sentenced, Ben Yosef was executed in Acre prison, "the first Jew to be hanged in the Holy Land for centuries," said *The Post*. It condemned a "grave political error."

July, 1938, was a tragic month. Five were killed in Jerusalem and Haifa. Then came a banner headline on July 7: "Terror strikes Haifa — 28 dead and 76 wounded." The death toll rose by the next day to 27. *The Post* condemned the "easy but despairing policy of using the methods of the terrorists."

On July 15, 1938, ten Arabs

were killed by a bomb thrown in the Old City. *The Post* hoped rather forlornly that this was the work of provocateurs, not Jews.

On July 23, 21 Jews were wounded in an explosion in Tel Aviv — but, on the same day there were 10 Arab casualties when a Haifa bomb exploded. Nine were injured in a Jerusalem explosion.

The death toll in July was summarized by *The Post* as being 208, with 469 other casualties. The Partition Commission left Palestine, and the Colonial Secretary, Malcolm Macdonald, paid a secret flying visit to Palestine. *The Post* guessed that the High Commissioner could not leave Palestine because of the situation, and hoped that the visit meant that the British were expediting consideration of the Palestine problem. The High Commissioner, appealing for order, promised an ultimate solution within a few months.

Almost every day during the next fortnight brought its record of killings and kidnappings: on August 26, *The Post* worked out that there had been over 1,000 casualties since July 1. By September 30, the figure of 1,782 for three months was given.

A bomb placed in the Jaffa vegetable market on August 27 brought 59 Arab casualties. September, 1938 was Munich month, and terrorism went on to the back pages. On September 16, however, *The Post* headlined the killing of 100 brigands when aircraft engaged a band.

Czechoslovakia faced away, out of the news as well as life: on October 6, local news returned to page one. MacMichael flew to London, the leader noting that the position had got worse instead of better, as had been hoped when he took office. Four more battalions were said to be coming to Palestine.

Haifa was placed under curfew at the beginning of November. There were extensive military operations in the hills. The British Government announced that it was abandoning partition, and would seek a settlement between the Jews and the Arabs.

The War Office said that there were "probably not more than 1,000 to 1,500 permanent and active rebels who operate in small bodies." *The Post* endorsed this statement as correct. The killings went on.

At the end of January it was decided that Jews would participate in the London Conference called by Malcolm Macdonald. *The Post* commented: "The leaders of the Jewish community have chosen the more difficult and certainly the less popular path of cooperation — but they are not in a position to compromise in regard to the historic rights of the Jewish people..."

The talks opened on February 7, and *The Post* gleaned some hope from the fact that Prime Minister Neville Chamberlain participated personally in the opening proceedings, and praised Jewish discipline and restraint. Jamal Husseini opened the Arab case, but *The Post* was more impressed by Weizmann's statement. The Arabs, in a four-point programme, demanded an end to the Mandate, independence, a treaty with Britain, and the abandonment of any attempt to establish a Jewish National Home. Weizmann insisted that the Jews would not accept minority status, and stressed their right to a normal national life.

Ben-Gurion sent a message back from London: "A scheme is being laid to liquidate the National Home... Let there be no fear... every one of you will stand the supreme test in faith, unity, discipline and strength." *The Post* commented: "For Zionists to accept a permanent minority status would be to stultify themselves." The talks went on, although the Arab delegates refused to sit

together with the Jews in a round table discussion. The leaders in *The Post* stressed that everything hinged on immigration. Then the British indicated their solution — an undetermined transition period leading to Palestine independence, with limited immigration and land sales. Both Jews and Arabs rejected it.

With Hitler once more on the move, the British postponed its official statement. The number of victims of terror in March was down to 238, and many terrorists were rounded up by the British. Weizmann returned to Palestine.

The political test of immigration was extended under an amendment to the Immigration Ordinance. The Labour Movement declared that it would resist the new policy of the Government, which was asserting its authority and yet repudiating the basis of that authority — the Balfour Declaration and the Mandate. *The Post* agreed that the workers' movement spoke for the Yishuv as a whole. Five British soldiers were killed on a land mine. In April 1,000 certificates were granted. Dr. Weizmann went on a visit to Cairo at the invitation of Premier Mahomud Pasha.

Refugee ships

Two refugee ships that arrived in Palestine were turned away: *The Post* cried out in anguish, "Humanity Adrift."

"Boats of various sizes and varying degrees of seaworthiness, overloaded with refugees, are moving about the open sea, going from port to port in a hopeless endeavour somewhere or other to find a haven for their human freight... And it is at this precise moment that the British Government is proceeding to liquidate the only scheme for a truly national and permanent settlement of the Jewish question..."

This was the first open description of the work of the illegal immigration.

Widespread protests followed the action against the ships. The Government announced that it would prosecute illegal immigrants. New maximum penalties were introduced. *The Post* reported that 1,220 "illegals" had been denied entry into Palestine between February and April. The British Parliament had a debate on the immigration policy.

There were rumours that the British were considering favourably the Arab four-point programme outlined at the London Conference. *The Post* announced that any effort to liquidate the Jewish National Home would meet with desperate resistance. Weizmann flew to London, and was received by Chamberlain. A page one story said that the British were offering the refugees a haven in British Guiana, which naturally was rejected as "ersatz... reminiscent of the Uganda offer" by *The Post*.

On the night of May 17, 1939, Macdonald issued his White Paper, reported on the following day in full: he planned to wind up the Mandate and the Jewish National Home; to restrict land sales immediately; to limit immigration to 75,000 for five years, after which it was to stop completely, unless the Arabs agree to more; an independent Palestine state was to be set up in ten years.

In a famous two-column leader, entitled "The Parting of the Ways," *The Post* wrote: "Tonight the people of this country will hear an announcement which will mark the end of one era and the beginning of another. Tonight the British Government will make public its intention to sacrifice Jewish rights to Arab intransigence; to take away all but their all from a people having next to nothing in order to add to the possessions of a people to whom much has been given; to dethrone justice and throne privilege; to substi-

tute for the spiritual heritage of Balfour the mailed fist of the Mufti... Inevitably this day of the parting of the ways must affect relations between peoples." *The Post* leader on the following day recalled the oath taken by the waters of Babylon. Jewish crowds battled with British police during protest demonstrations. A four-page analysis of "The Great Betrayal" by David Ben-Gurion appeared in the paper.

5-point plan

A five-point non-cooperation programme was set out on page one of *The Post*, and the leader was headed "Resistance." Four hundred and one refugees were arrested in Haifa. On June 2, 1939, another 900 refugees were arrested.

Two days later, there were 21 Arab casualties in a bomb explosion, and seven Arabs were shot dead west of Tulkarm. An Arab vegetable seller was killed in Mea Shearim. There was an explosion in the General Post Office of Jerusalem, and explosions of British pillar boxes. The Mandatory Regime published land transfer rules, thereby amazing *The Post* which pointed out in astonishment that the Mandate Commission had not even had a chance to examine the White Paper, yet one of the most dramatic and prejudicial aspects of it was being made law.

Seven thousand, eight hundred and fifty immigration permits for five months were issued, based on the White Paper. *The Post* was furious. Eighteen Arabs were killed and 31 injured in an explosion in Haifa. Ben-Gurion condemned "The killing of innocent Arabs and Jews, and acts of senseless and indiscriminate sabotage."

Murders in Haifa and Jerusalem were reported on June 27, together with a report of desperate refugees jumping into the sea at Constanza. Thirteen Arabs were killed near Tel Aviv, leading to an editorial "Thou Shalt Not Kill" directed at the Jews.

Henrietta Szold, Berl Katznelson, Shmuel-Yosef Agnon and Professor Frankel signed an appeal to "stop this evil while still in its beginnings. Let the Yishuv shake itself free of the inclinations to violence and those inclined to it." The British proclaimed on July 13, 1939, that there would be no legal certificates granted on the next schedule, because of illegal immigration from Poland and Rumania. *The Post* exclaimed against a policy of keeping out German Jews because Polish and Rumanian Jews were coming in illegally, wondered scathingly whether the Colonial Secretary was trying to encourage illegal immigration. The thirteenth settlement since the issue of the White Paper was established. *The Post* welcomed the work of settlement going on quietly with supreme contempt for the dangers.

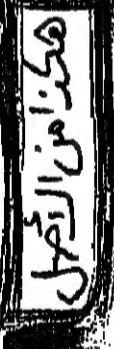
On July 17, 1939, two Jews were killed, and 2,550 refugees were reported adrift in four ships. On the following day, a general Jewish strike was declared against the stoppage of immigration. There was a full debate in Parliament. Jewish political prisoners in Sarafand went on a hunger strike. There were three attacks on Jewish buses, but the casualty toll for July was reported down to 146.

Attention was concentrated in August, 1938, on the little boat. One with 878 refugees was seized north of Jaffa; 500 were marooned in Smyrna; 300 were caught in five small boats; six ships were cast adrift in the Mediterranean.

Then Hitler took over the front pages, as the world marched rapidly towards war. There were some more terrorist actions in Palestine, but the killings were considerably reduced: total casualties in August amounted to 87. Chamberlain declared war on Hitler.

ISRAEL INVESTORS CORPORATION
IS PROUD TO HAVE A SUBSTANTIAL SHARE IN
THE GROWTH AND DEVELOPMENT OF
THE JERUSALEM POST

On the occasion of the 40th ANNIVERSARY of
THE JERUSALEM POST
ISRAEL INVESTORS CORPORATION
salutes and congratulates the editor, Ted Lurie,
the editorial and administrative staff, the workers and management
of
The Palestine Post Ltd. and
The Jerusalem Post Publications Ltd.

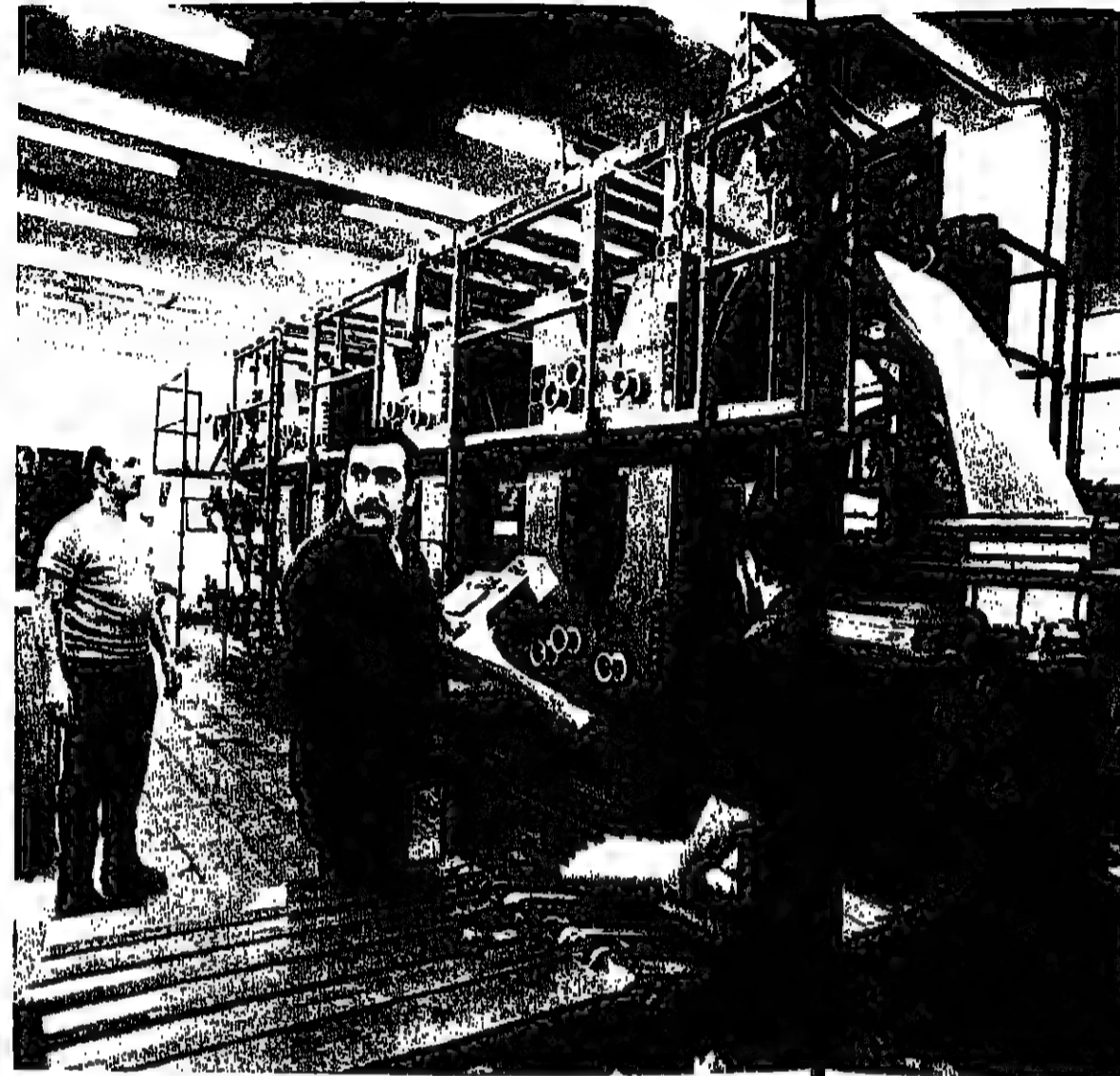


Producing the newspaper

Photos by David Rubinger



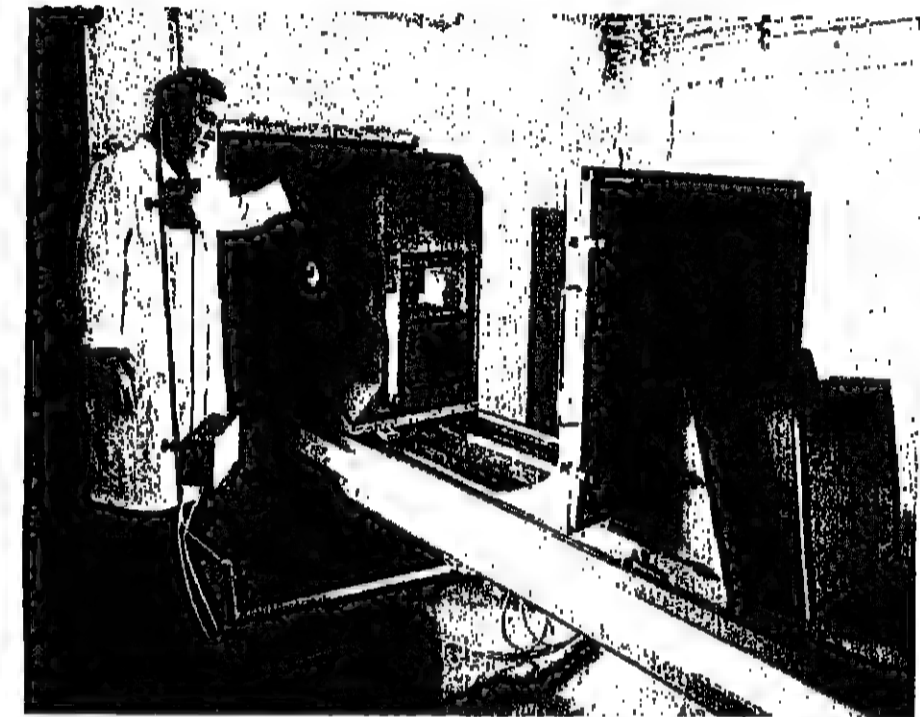
Managing editor conducts daily meeting, with local and foreign editors, chief night editor, photo editor and day editor in attendance. At this meeting, stories are discussed, and are tagged for various pages.



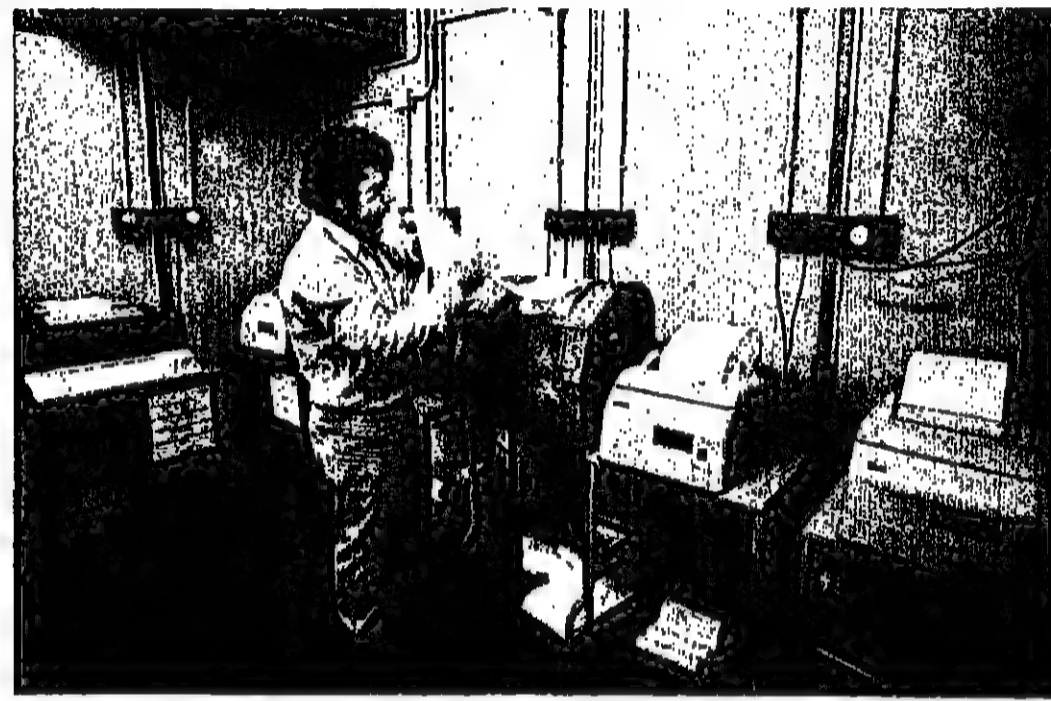
This is the machine on which The Post is printed. Unit, Goss suburban web offset press was acquired newspaper two years ago, at a cost of about \$1.5m.



Final touch-up fills in black spots, and attempts to standardize quality of negative. The full-page negative is then put on a light-sensitive plate, which is exposed to light. The resulting printing plate is sent to the press.



Cameras photograph a page. The full-size negative is then developed, and sent on for retouching.



Cutting copy from teleprinters. In addition to telex wire connecting the main office in Jerusalem with overseas correspondents and bureaux throughout the country, The Post has six wire service teleprinters: Reuters, the Associated Press, United Press International, the Jewish Telegraphic Agency (JTA), and Itim (in Hebrew), with separate domestic and international circuits.

Processed copy is sent to the composing room, where linotype operators transform the written words into metal lines. A large part of The Post is set from punched tape, with the linotype operating automatically. Following the editor's dummy, the metal slugs into the form of a page, inserting headlines and advertisements and a room for pictures.



The copy desk, foreground, is the hub of the newsroom. Here copy, from bureaux, reporters, and agencies is processed, edited, given a headline, and assigned a spot in the newspaper.



A copy of the made-up page is sent to the proof room, where it is carefully checked for last-minute errors. The proofreaders also check "galley-proofs" before they are put into the page.

هكذا من التحرير

A LEADER in The Post on October 1, 1939, dealt with the "Agony of Polish Jewry." Two days later a Jewish self-operated "income tax" was announced: one per cent on earnings of £10 — 75 a month, 10 per cent on £75 — 100, 20 per cent on incomes over £100. The Post welcomed this: "The tax will be recognized as a just and indeed urgent measure to meet an exceptional emergency." The Post welcomed a decision of the Philharmonic Orchestra to play as usual. The British Army called for 2,000 recruits to the Royal Engineers, the R.A.S.C., the R.A.M.C., and the R.A.O.C.

Fighting the War as if there were no White Paper, and the White Paper as if there were no War, was a fine formula, but it was not easy to put it into practice. Nobody in the world had as much reason to hate the Nazis as the Jews; as their resistance to the White Paper intensified, so did the British make it more difficult for them to join in the struggle of the democracies.

Hitler's invasion of Soviet Russia was thought to be an act of desperation. Haifa was raided again, Acre for the first time.

Warsaw ghetto Recruiting went on steadily. On July 4, 1941, Ted Lurie reported from the Syria front, mentioning for the first time that there were Jewish troops involved, including guides. Peace in Syria and Lebanon was concluded in an agreement at Acre. A report came that 380,740 Jews were confined in the Warsaw ghetto — the first mention of this. The recruiting drive intensified, although Dr. Magnes objected to the use of public pressure, "since there was no conscription," since On August 14, 1941, The Post pointed out that there was a shortage of manpower in the country, due to recruitment and the lack of immigrants. A few days later, 850 certificates were issued. This was welcomed by The Post, as it was the first allocation since April, 1940, but was considered to be utterly inadequate compared to the urgent needs of the refugees.

On October 9, 1942, three Palestine Pioneer companies were disbanded "to enable fuller advantage to be taken of their skill and military training" — reports were published of how Jews had served in Abyssinia (as commandos), and in Greece, Crete, Tobruk and the Desert. The Royal Navy announced it would accept Palestine citizens.

The November 23 front page story was "Slaughter of Europe's Jews — Execution of Hitler's Design." The story told of the annihilation of entire communities, and of the establishment of an "extermination commission." Pogroms were reported from all parts of Europe; news came of Treblinka, Belzec, Sausor, of over a million Jews murdered in Poland. The Post demanded the opening of the frontiers of countries free of the Nazi scourge, the prompt removal of all formal barriers. Ben-Gurion proposed an exchange of German internees for the Jews of Poland.

The British Government issued another White Paper on the Nazi prison camps; there were first reports of Jew being herded into "cattle trucks" to be taken to a "ghetto state." Fierce Nazi pogroms in and around Lodz were reported.

On January 4, 1940, the Government announced that £750,000 would be allocated to relief and public works. Ten more Jews were tried in Acre, U.S. Jews opened a \$20m. drive for the U.P.A. The British Foreign Office warned refugees against trying to enter Palestine without permits; systematic murders of Jews in Nazi Poland were reported; and 2,000 refugees were said to be marooned on the Danube.

On November 14, the authorities announced the formation of Palestine companies in the Buffs (Royal East Kent); the G.O.C. appealed to the Arabs to enlist, the Jewish Agency urged Jewish bachelors between 21 and 23 to do so. On November 21, "Mussolini's Defenders of Islam" bombed a Haifa mosque, and caused 107 casualties. The first Jewish Infantry unit was said to be complete, and General Neame paid a tribute to No. 1 Company, A.M.F.C. (Pioneer Corps). A few days later two companies of the Buffs were said to be complete.

November began with reports of 200,000 Jewish prisoners in the Lodz ghetto. Two more units of the Buffs were to be raised — and 1,771 refugees intercepted off the coast were ordered deported to a British colony.

On March 27, 1942, The Post reported on page 3 that the Nazis planned to "solve" the Jewish problem — this was the first indication of Hitler's "final solution." It was announced that Pa-

THE DOUBLE WAR

THE BATTLE WITH BEVIN



British soldiers search in narrow lane of Old City of Jerusalem.



Illegal immigrants who were aboard the Exodus at detention camp in Germany.

Victory in Europe coincided with high hopes that British policy would change. A Labour Government had come to power — and Labour had passed many resolutions supporting Zionist aspirations. The horrifying discoveries in Europe had created a climate of world opinion favourable to the Jewish cause: where else could the Jewish survivors go but to Palestine? In the event, however, Labour's Foreign Secretary Ernest Bevin, backed by Prime Minister Clement Attlee, proved worse than his predecessors. Out of the ensuing struggle the State of Israel emerged.

ON May 31, The Post expressed its profound disappointment with the number of certificates issued — 3,000. Two months later, Zionist leaders demanded 100,000 certificates, and the Jewish Agency submitted a twelve-point memorandum to the U.N. asking for a Jewish state. Then President Truman asked Attlee in a personal letter on September 16 to allow 100,000 Jewish refugees to enter Palestine. But on September 23, the Labour Government announced that it was standing by the White Paper. The Jewish Agency promptly rejected any calculation of immigration certificates based on the White Paper. Great Britain asked the Americans to come in and to share responsibility with her, for Palestine; the Americans refused, but repeated Truman's request for 100,000 certificates.

Seven settlers were wounded in a raid for "illegals" in Galilee. The Yishuv downed tools in protest. On October 27, 1945, the last of the White Paper's 75,000 immigrants (9,971) came to the country.

On November 1, five people were killed and Palestine Railways paralysed by sabotage attacks. The Post deplored the actions, although understanding the despair that prompted them. Lord Gort resigned. Four new settlements were established.

Wetzmann, Ben-Gurion and Golda Meir gave evidence before the Commission. Birya settlement pulled down by paratroopers, was promptly rebuilt the following night. Jewish Agency leaders were questioned closely about the Hagana by the Commission, but fielded the questions dexterously.

Refugees on the way out of Spezia, in Italy, were intercepted by British forces; three Jewish R.A.S.C. N.C.O.s were arrested. The refugees threatened mass suicide, and 13 Jewish leaders went on a sympathy hunger strike. The Post criticized a new "idolatriy of senseless parchment formulae." Ultimately it was agreed that the Spezia refugees would get legal certificates — this meant they would be deducted from the quota.

On June 29, 1947, the Army swooped down at dawn on the Jewish Agency offices, and arrested Sharet, and many other leaders, plus 1,000 others. They were imprisoned in Latrun. The Post wrote both in sorrow and anger: "Did Mr. Shertok and his colleagues prefer violence to peace? ... Everyone knows how stubbornly Mr. Shertok held back the leash of violence." The arrests reached 2,718. The Post published as a leader Article Four of the Mandate. I.Z.L. released the other officers it had kidnapped. Dr. Weizmann went to London, to tell Attlee: "Break down the Latrun and Belsen bars."

Recommendations

On May 1, 1946, The Post published the Commission's recommendations: 100,000 certificates that year; repeat of the land laws; the Mandate to remain; no Jewish or Arab state, but U.N. trusteeship to be introduced. Attlee promptly announced that illegal armies had to be disbanded before the 100,000 permits would be issued. The Post condemned this "blatant denial of good intentions broadcast to the whole world." England asked for troops and money to back any trusteeship plan.

Jewish underground

On December 29, Eliahu Dobkin revealed that Jewish youths from Palestine had entered enemy-occupied countries to serve in the underground. The Moyne murderers were sentenced to death. Eritrean conditions for the deportees were reported to be harsh, and The Post objected strenuously.

Appeal for patience

Wetzmann appealed for patience, as Cunningham's appointment as High Commissioner was announced. On February 13, Bevin foreshadowed an ad hoc, three-stage solution to the Palestine problem, both in its immediate and its final aspects, and announced that an Anglo-American Commission of Enquiry would be sent to Palestine. There would be a new immigration quota — subject to Arab consent. He "staked his reputation" on settling the problem. The Post rejected the policy out of hand, as leaving the country in a state of chaos, and President Truman repeated once more his request for 100,000 certificates.

Days of mourning

Three days of mourning for European Jewry began on November 29, 1942. The Post warned "those who still close their ears to the anguished cry of a tortured people: complacency is not far removed from complicity."

Jews to camps

November began with reports of 200,000 Jewish prisoners in the Lodz ghetto. Two more units of the Buffs were to be raised — and 1,771 refugees intercepted off the coast were ordered deported to a British colony.

Hitler's final solution

On March 27, 1942, The Post reported on page 3 that the Nazis planned to "solve" the Jewish problem — this was the first indication of Hitler's "final solution." It was announced that Pa-

But, on the same day, the wing of the King David Hotel, housing the Secretariat of the Government, was blown up, with great loss of life. The attackers were declared outlaws by the Jewish Agency and the Vaad Leumi, and they were sharply denounced by The Post. But the British in a White Paper linked the Agency to the resistance.

The s.s. "Hagana" brought 2,673 "illegals." Two divisions started to search the 200,000 people of Tel Aviv in what was called by The Post "The Siege of Tel Aviv." It commented: "Anarchy must be fought, but not by methods breeding anarchy."

King David blast But, on the same day, the wing of the King David Hotel, housing the Secretariat of the Government, was blown up, with great loss of life. The attackers were declared outlaws by the Jewish Agency and the Vaad Leumi, and they were sharply denounced by The Post. But the British in a White Paper linked the Agency to the resistance.

On August 15, 1946, the Government renewed contacts with the Agency. Three days later, an explosion forced one of the "Liberty" ships to return to Haifa. Tear gas was used to overcome the deportees on the sinking ship. The Agency was invited to go to London for a tripartite conference. The settlements of Dorot and Ruhama were searched for arms again and again. The Agency announced that it would not attend the conference.

Bridges hit

Three bridges were attacked in Haifa, and a goods train was attacked. An officer was killed in Tel Aviv. The Post came out in favour of partition, saying, "half a loaf is better than no bread" is a bitter maxim, but somehow the Mandate had to be brought to an end.

Train derailed

Haifa East railway station was blown up. An "illegal" immigrant was killed and others injured. A British Jewish leader saw Bevin. Attlee rejected another note from Truman, deriding it as ill-timed and a piece of internal vote-catching. On October 7, 11 settlements were put up in the Negev over night. They were hailed by The Post as the answers to those trying to hold back the homeless Jews of Europe.

Paratroopers killed

Paratroopers killed eight Jews in daylight operations in searches for arms.



Train derailed by I.Z.L. explosion at Beit Safafa.

THE BATTLE WITH BEVIN

(Continued from page 25)

up 1,270 refugees were deported. The Jewish leaders in Latrun were released after four months detention. *The Post* said: "The events of the past year... no longer leave room for doubt that a solution of the Jewish problem is impossible without Jewish independence."

During December, more refugees were deported. On December 29, the terrorists captured and flogged an officer and three N.C.O.'s. Three days later, Dov Gruner was sentenced to death. The terrorists struck in several towns; in Haifa alone, four were killed, and 100 injured. The Vaad Leumi swore the Yishuv would defend itself against terror. A British judge, an ex-mayor of Jerusalem and a Palestine civilian were kidnapped and held as hostages, but were released when Dov Gruner appealed to the Privy Council.

The British gave an ultimatum to the Agency — they could have seven days to put down terrorism. *The Post* thought this was not helpful. Bevin proposed that Palestine should be divided into cantons, under the Mandatory government, independence to be postponed for five years, according to a scheme worked out by Herbert Morrison, with a tiny area left for the Jews; both Jews and Arabs rejected it. *The Post* was not at all impressed by such an offer after seven years of the White Paper.

3 alternatives

Bevin announced he would refer the Palestine problem to the U.N. The Agency offered three alternatives: a free, democratic state, with a Jewish majority; a viable Jewish state in an adequate area; the Mandate to continue, but true to the letter and the spirit of the document. David Courtney reminded his readers that Bevin had staked his reputation on solving the problem; he had failed.

Ten outrages in which 20 people were killed and 80 wounded led to the imposition of martial law in half the country. *The Post* deplored acts which tainted the purity and justice of the Jewish cause. Gruner's appeal was rejected.

In April, the British fought a three-hour battle against refugees on the "Theodor Herzl." Then, on April 17, 1947, came news that four I.Z.L. members had been secretly hanged in Acre prison. Detainees in Cyprus rioted. Two men, condemned to be hanged, blew themselves up.

At Bevin's request, the U.N. started to discuss the Palestine problem, and decided to send an 11-man inquiry commission to investigate the facts. This was UNSCOP. During June and July, 1947, Jewish Agency representatives gave evidence before the Commission. I.Z.L. kidnapped two sergeants and held them as hostages. "Exodus 1947," with 4,600 refugees aboard, was stopped in Haifa by the British in a battle against the refugees, the British killed three. The ship was sent back to sea.

For days the country buzzed with rumours about where the "Exodus" was being taken by the British. Three I.Z.L. men were hanged in Acre prison; I.Z.L. announced that it had hanged the two sergeants in retaliation. This was called by *The Post* a bitter and cruel shock to the Yishuv.

The sergeants' bodies were found. Three mayors, among them Gued Ben-Ami of Netanya, and 32 Revisionist leaders were detained at Latrun. *The Post* condemned these arbitrary arrests.

The offices of *The Post* were searched on August 14, without a search warrant, from what was called "excess of zeal." Nothing came of the search. On August 21, 1947, the destination of the "Exodus" was revealed — Germany. This was described by *The Post* as "the height of wickedness... a vindictive action against a hopeless group of human beings by a man with whom the Jews have become a morbid obsession." Loud jazz was played during the landing of the refugees.

U.N. report

On September 1, the UNSCOP Commission's majority recommended the creation of an Arab state, a Jewish state, an international city of Jerusalem, bound in an economic union, with independence to come in two years, immigration to be set in the meanwhile at 6,250 a month. Britain announced at once that she was rejecting the plan, and would withdraw from the Mandate. October and November were spent in feverish lobbying and negotiations by the Jewish authorities, while the British and the "dissidents" continued to shoot at each other.

On November 29, 1947, partition was approved by the U.N. by 33 votes to 13.

December 1, 1947, carried reports of the Yishuv celebrating the decision. David Courtney wrote in a well-known Column One:

"God's victory; and let it also be the blessing of men; and a new voice among the peoples saying clearly, Shalom: That good word of common men and women spoken out of pride in their destiny, in the urgings of a joyful spirit. I am no Jew. What need is there that a man shall be a Jew to give thanks because the Jew is become a free man?"

By January 6, 1948, *The Post* reported that 600 Jews and Arabs had been killed in five weeks of fighting. It expressed concern about Jews in the Old City cut off without food, and subject to incessant fire from snipers. A few days later, Syrian raiders were routed on the northern border, but *The Post* wondered whether it was not still Britain's responsibility to guard the frontiers. On January 13, the Jewish Agency asked for a U.N. force to enforce partition. On January 16, it was announced that Great Britain was going on arming the Arab states.

The Hagana was reported to have won the first battle to have kept the roads open, although at high cost in casualties. On February 1, 1948, the offices of *The Jerusalem Post* were blown up. Sixteen days later, the Hagana, defeated 300 Arab attackers, killing 54. *The Post* protested against the action of the British in allowing the Arab Legion into Palestine — the Legionnaires killed two men and a girl in Haifa.

Ben Yehuda tragedy

On February 22, 1948, Great Britain expelled Palestine from the sterling area. On the following day two houses in Rehov Ben Yehuda were blown up, with great loss of life. Attles promised that there would be a strict inquiry into the outrage. *The Post* criticized the security forces for not examining every strange vehicle, and not testing everyone's bona fides. It was not enough that the driver spoke English. By the end of the month, Britain accepted a U.N. Palestine Commission as its successor government.

Mines under a train killed 28 soldiers on February 23. *The Post* condemned this as a mean-

ingless crime by the dissidents, especially as the British were leaving anyway. The Hagana fought a two-hour battle with Arabs in the Jerusalem hills. Thirteen people were killed when a wing of the Jewish Agency was blown up. As fire and bloodshed spread, Truman suggested to the Security Council that perhaps after all there should be some kind of temporary trusteeship. Ben-Gurion and Weizmann rejected such an idea. *The Post* compared the proposal to previous international betrayals.

A rescue convoy to the Etzion bloc fought a 30-hour battle against 4,000 Arabs in the hills, all 35 were killed. The British, in what *The Post* called a "conspiracy of silence," allowed foreign Arabs to infiltrate, but the Hagana again defeated Syrian invaders. America suggested a ten-point programme to the Security Council, but it fell away because Arabs refused to sit with Jews at truce talks. The U.N. and the High Commissioner called for a cease-fire.

On April 9, *The Post* announced that Arab armies had been outfought on the entire front, and two days later the Hagana occupied four Arab villages in strategic positions. On the same day, I.Z.L. — Stern gang units took Deir Yassin, where many civilians were killed.

The Post commented on "A Twofold Crime": "Nothing can condone the action of the Jewish dissident organizations in entering the Arab village of Deir Yassin and killing many of the inhabitants, men, women and children. No explanation, no excuse can wipe out the stain. No good reason can be given for the action even as a military operation... The truth of the matter is that the properly established forces of the Yishuv have been too successful for the dissident groups, who thus felt bound to achieve a coup."

Provisional council

On April 13, 1948, the formation of a provisional council, to become the government on May 16, was announced. On the same day a convoy to the Hadassah hospital on Mount Scopus was ambushed by the Arabs in Shelkh Jarran, with the loss of 77 lives. *The Post* editorially blamed the calamity on the British, who not only failed to help, but prevented the Hagana from coming to the rescue.

On April 18, the Arab army of the Yarmuk retreated, and the Jews were reported in the ascendancy in all the battles for the roads. A 17-mile convoy with food, reached Jerusalem. Arabs fled from Tiberias. *The Post* commented: "Tiberias provides a sad object lesson for the Arabs... because they were forced to flee by the Arab command... The Jews have no wish to see their Arab fellow-citizens displaced..."

On April 22, 1948, Haifa fell to the Hagana after a 30-hour battle. The Hagana High Command explained that they had not wanted a fight; it had been forced on them by the Arabs.

On May 1, 1948, southern Jerusalem was captured by the Jews. A week later, the British persuaded the "Arab chieftains" and the Jews to agree to a cease-fire in Jerusalem. *The Post* hoped optimistically that this would lead to a general truce, but warned against seeing a cease-fire as an end in itself. On May 10, the first stamp of the Jewish state went on sale. Three days later Jaffa surrendered unconditionally, but Kfar Etzion had to be evacuated.

The British withdrew, and the state was proclaimed.

SEE FOR YOURSELF...



VILLAS IN "OMER"

THE BEAUTIFUL RUSTIC QUARTER

OF BEER-SHEBA

4 AND 5-ROOM VILLAS

Modern design and construction

In the neighbourhood: shopping centre, school, kindergartens, country club, sports fields, swimming pool, clinic.

And... nice neighbours!



PRICES INCLUDE ROADS, PAVEMENTS, SEWERAGE NETWORK, ETC. Further details from Rasso, Beersheba, Beit Rasso. Tel. 2145.

You can rely on RASSCO

GOT NEWS FOR YOU...



LUXURIOUS APARTMENTS IN JERUSALEM

* NAVE GRANOT

4 and 5 large rooms, unmatched standard of building, many modern improvements. The pinnacle of perfection.

* SAN SIMON

3 rooms, first class design and execution.

Prices include roads, pavements, sewerage network, etc.



Additional details from Rasso Jerusalem, 5 Rehov Shammat. Tel. 224421

You can rely on RASSCO

The World Zionist Organization and The Jewish Agency for Israel

salute

THE JERUSALEM POST

on the occasion of its 40th anniversary

and congratulate the

Editor

and the Editorial and Administrative staff

on their success

in producing an outstanding Jewish and Israeli newspaper of quality

devoted to the presentation of news

and dedicated to the cause of the Unity of the Jewish People and the State of Israel

If you can't come to town,
phone telephone 4607

Lighting, Heating, Cooking, Refrigeration

CARL MARX
8 PRINCESS MARY AV., JERUSALEM

**THE PALESTINE
POST**

**THE PALESTINE
POST**

THE SUBSCRIPTION DEPARTMENT
has returned to The Palestine Post
Office, Haasdel Street,
Jerusalem, Tel. 4233.

STATE OF ISRAEL IS BORN

The first independent Jewish State in 19 centuries was born in Tel Aviv as the British Mandate over Palestine came to an end at midnight on Friday, and it was immediately subjected to the test of fire. As "Medinat Yisrael" (State of Israel) was proclaimed, the battle for Jerusalem raged, with most of the city falling to the Jews. At the same time, President Truman announced that the United States would accord recognition to the new State. A few hours later, Palestine was invaded by Moslem armies from the south, east and north, and Tel Aviv was raided from the air. On Friday the United Nations Special Assembly adjourned after adopting a resolution to appoint a mediator but without taking any action on the Partition Resolution of November 29.

Yesterday the battle for the Jerusalem-Tel Aviv road was still under way, and two Arab villages were taken. In the north, Acro town was captured, and the Jewish Army consolidated its positions in Western Galilee.

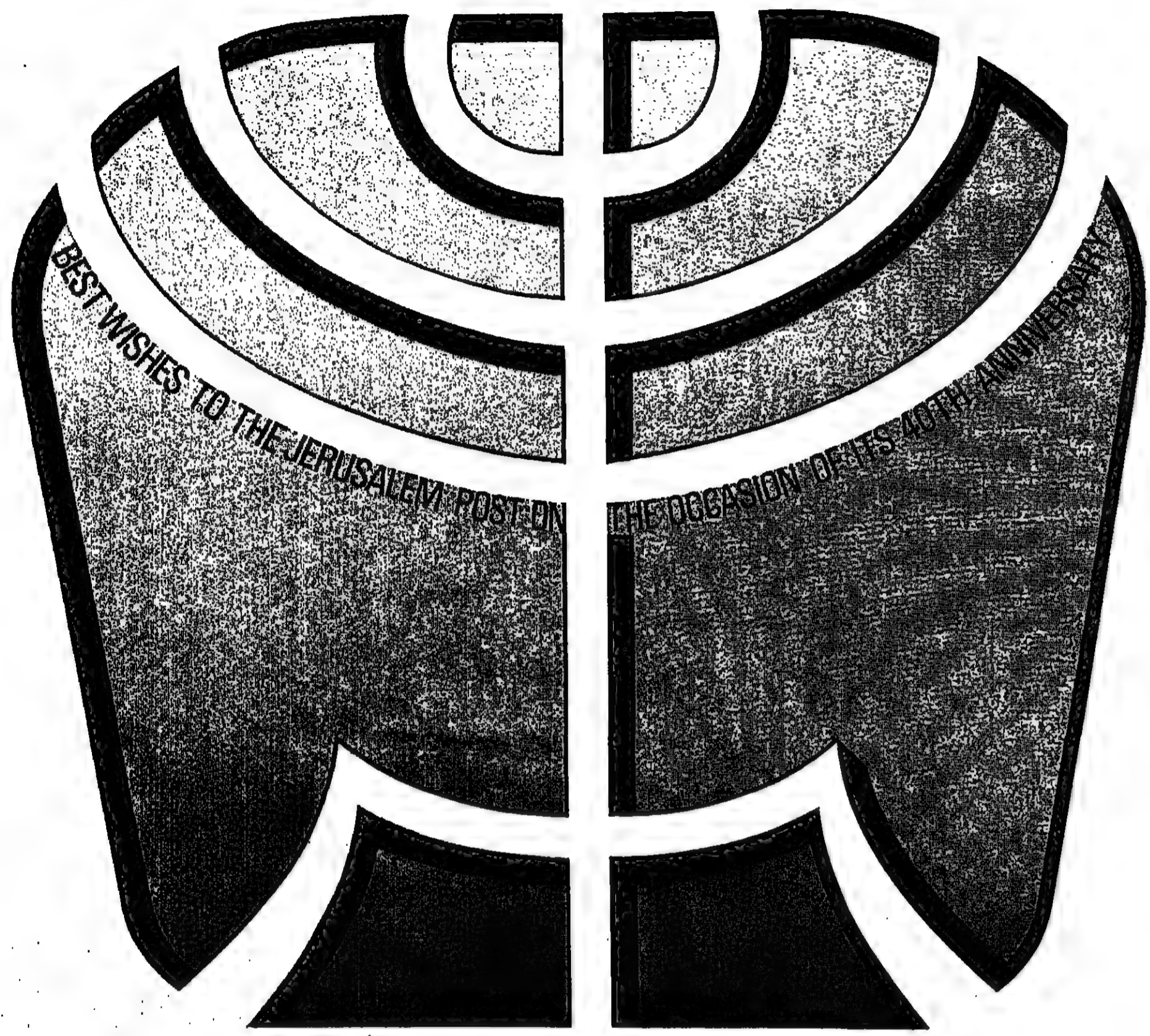
Most Crowded Hours in Palestine's History
Between Thursday night and this morning Palestine was through what by all standards must be among the most crowded hours in its history. For the Jewish population there was the anguish over the fate of the few hundred Hebron's men and women in

Jews Take Over Security Zones
The battle for Jerusalem, which began when the British forces withdrew on Friday morning, continued all day Friday and yesterday. The

Egyptian Air Force Spitfires Bomb Tel Aviv; One Shot Down
Tel Aviv, the Tel Aviv Broadcasting station, reported at 2 o'clock yesterday afternoon that Tel Aviv had been bombed three times in the pre-

U.S. Recognizes Jewish State
WASHINGTON, Saturday. — Ten minutes after the termination of the British Mandate on Friday, the White House released

Proclamation by Head of Government
The creation of "Medinat Yisrael", the State of Israel, was proclaimed at midnight on Friday by Mr. David Ben-Gurion, until then Chairman of the Jewish Agency Executive and now head of the State's Provisional Council of Government.



THERE are days in the human record on which the night never falls. They shine forever; and in their rays the human race is able to pick its way forward. The constancy of the Jewish people has brought the fecund day into being, until the bridge of their suffering between which spans two thousand years, has become a luminous rainbow. The hurt that remains is of another order. It is of the common lot of free men, and must continue until each people's pride in its own right gives way to pride in the right of all. This shining day will light up the road to that end, in which the door will be loose on the latch, and the coming and going of the people will be without let. The Jewish nation has freed itself, and by the act has prised a gulf from the conscience of the world. It is a deed in which, at length, the bitter faggots which stoke fires of racial hatred may be turned into the green saplings of comradeship. In that uplifting measure, the rebirth of a free, independent and righteous Israel, will be of comfort to all men, and of universal fruition.

The deeper consequences must bide their time against present and urgent benefits. Men, women

'A nation that has freed itself' was the title of the editorial on May 16. Here are some excerpts.

and children are passing, in these hours, through the gates. You can hear them singing. You can see the shine in their eyes. You can feel the straining spirit that would burst from freed bodies to be quicker in the land. The gates are opened in Cyprus, Italy, in Germany, Bulgaria; the walls of the ghettos and the wires of the concentration camps are down. The people stride over them and along the road that will take them home, set them upon their own soil, under their own sun, beside their own temples, among their own kin. Never before has any people known so bitterly the years of detention or so joyously the moment of release. It is in a man's soul and behind his smarting eyes that the miracle is felt. A miracle it is: not only that a people has come to free Statehood; but that the Jewish people has come to it, whose moral, social and often physical

serfdom, has been a burden on the civilized conscience. It is right — it must be right — to say that the free Jew is a promise of freedom for the Arab. In that will lie a righteousness of the new State of Israel.

Men and women have done well and can turn to each other with a blessing. They have set their bodies as a shield harder than steel and their faith has been a striking force sharper than a wedge of tanks. They have been few and wonderfully brave. They are still few and they must still be brave; and the mother's son must go off at dark and the mother wait at the dawn. It is the heroism of a cause and of men who live it in their hands as well as in their hearts. They, and a leadership who, in this crisis, has been wholly of them and in their tenacious temper, have brought into being the State of Israel, which has been won on the soil of Israel and nowhere else. There is cause to thank these men and women and their leadership and to bear their deeds in honour for the rest of eternity. Theirs is the day upon which no night falls.

TWO Egyptian raiders over Tel Aviv were shot down on the following day. Four more countries recognized Israel. A battle raged for the Old City, which was ultimately to fall after a prolonged resistance, despite the Palmah storming Zion Gate.

WAR OF SURVIVAL

Early on the morning of May 15, 1948, immediately after the proclamation of the State, Egyptian Spitfires bombed the power station and airport of Tel Aviv. Thus the Arabs once again rejected an offer of peace.

On May 12, the Israelis captured Acre; Western Galilee was cleared. The Egyptians invaded Israel from Gaza, and reached a point halfway between Migdal (now Ashkelon) and Yavneh; another column struck east from Migdal past Faluja to Beit Govrin, to cut the country in half. The Negev settlements had to be supplied by air-lift. The long edge of Negev began. At the United Nations, the Security Council demanded a four-week cease-fire, and appointed Count Folke Bernadotte as Mediator. Both parties eventually agreed to a four-week cease-fire, during which there was supposed to be an arms embargo to all the antagonists.

off the oil supply to Haifa through the pipeline. A U.N. token force left for Israel. Then came the effort of the I.Z.L. to bring arms to Israel on the "Altalena," despite the embargo clause in the cease-fire, and the attack on the ship by the Hagana. The Post commented in a leader, headed "Treason": "No word can be too strong in condemnation of the dangerously foolish attempt of the I.Z.L. to bring a shipload of arms during the period of the truce accepted by the Government of Israel."

Israel re-opened the Haifa Refineries. But an attempt to recover the Old City of Jerusalem failed, as Israeli forces drew back to comply with a new Security Council cease-fire order which came into effect July 18.

On September 22, the front page story was that L.Z.L. had been disbanded in Jerusalem, and its members had begun to report for duty in the Army. On the following day, Arab Legion troops murdered four members of a U.N. convoy at Latrun.

Weizmann returned to Israel, and was welcomed with reverence by The Post. Then fighting broke out again on the southern front, where the Egyptians still held the west-east line, the Israelis the north-south, the two lines crossing near Negev. Israel broke the Egyptian line, took Isdud (Ashdod) and Beersheba, offered Egypt separate peace talks. Fighting flared up against Kauji on the northern front, and Iraqis attacked on the central front. The Army succeeded everywhere. Great Britain proposed the imposition of U.N. sanctions against Israel. By November 1, The Post reported that there was a general cease-fire; taking stock, it noted that 600 square miles of Galilee were clear of the enemy.

The Post commented cautiously on June 8: "A genuine cease-fire to give a breathing-space for peace talks to begin will be welcome to the Jews. A cease-fire which attempts to bring in by the back-door political measures already definitely ruled out would be unthinkable."

On June 28, 1948, the Hagana became the Israel Army. Bernadotte suggested that the Jews should exchange part of the Negev for part of Galilee, and that Jerusalem should be placed under Arab rule, with Mount Scopus made a neutral area. Both the Arabs and the Israelis rejected the plan out of hand. On July 8, the Arabs resumed hostilities. The U.S. asked for sanctions against the Arabs for starting the fighting again.

On July 26, Ben-Gurion announced that the New City of Jerusalem was Israel-occupied territory. A week later, The Post proudly proclaimed that 18 new settlements had been established in six weeks. The Russian and American ambassadors arrived. On August 12 the Arabs blew up the Latrun pumping station, and a few days later a barrage rocked Jerusalem. Nevertheless, Bernadotte threatened to report that Israel was violating the cease-fire. Israel introduced her own currency and doubled the income tax; the Supreme Court was sworn in. U.N. observers were murdered and robbed by Saudi Arabian irregulars.

pointed a Sanctions Committee: Dr. Ralph Bunche, replacing Bernadotte, outlined a new plan, with an armistice to replace the cease-fire. During November, the Americans came out in support of Israel's claim to the Negev, and backed Israel's admission to the United Nations. Moshe Dayan and Jordan's Abdalla E-Tal initiated a truce agreement for Jerusalem on December 1.

Security Council On December 11, the Security Council adopted a British resolution under which a Conciliation Commission formed by France, the United States and Turkey was created. It never really functioned. Heavy fighting around Nirim was reported on December 24; the same issue of the paper also announced that the truce would replace the mil as Israel coinage, and that Dr. Leo Kohn was drawing up a draft constitution for Israel. The Knesset later decided against a written constitution. Through late December and early January the Israel Army defeated the Egyptians in heavy fighting, and soon was poised on the Sinai frontier. The Security Council ordered a cease-fire on

Cease-fire The cease-fire began on June 11. Two days before, The Post had carried a sad story about the wiping out of Jewish holy places in Jerusalem. A feature story on June 14 — written by I.F. Stone — described the building of the Burma Road. A few days later, a food convoy reached Jerusalem. The British cut 14 in Tel Aviv.

During the next few days, the record is of one success after another. Lydda, Ramle, Nazareth. But an Egyptian air raid killed The Post leader, again entitled "Treason," said: "The worst enemy

Bernadotte slain On September 17, Count Bernadotte was assassinated in Jerusalem. The Israel Army took swift action to round up the disidents. The Post leader, again entitled "Treason," said: "The worst enemy

The U.N. ordered Israel to withdraw from the Negev, and appointed a Sanctions Committee: Dr. Ralph Bunche, replacing Bernadotte, outlined a new plan, with an armistice to replace the cease-fire. During November, the Americans came out in support of Israel's claim to the Negev, and backed Israel's admission to the United Nations. Moshe Dayan and Jordan's Abdalla E-Tal initiated a truce agreement for Jerusalem on December 1.

ISRAEL GOVERNMENT COINS AND MEDALS CORPORATION

WORLD-WIDE SUBSCRIPTION SERVICE • DELIVERY TO THE SUBSCRIBER'S HOME ADDRESS •
COMMEMORATIVE COINS IN SILVER AND GOLD • STATE MEDALS
COLLECTING ISRAEL NUMISMATICS IS NOT MERELY A PLEASURE, NOT JUST ANOTHER HOBBY,
BUT A HIGHLY REWARDING INVESTMENT
11 Keren Hayesod Street, Jerusalem

سنة من النضال

War of survival

(Continued from page 20)

December 29, which Israel only accepted on January 6.

On January 9, 1949, *The Post* announced on page one that five British planes had been shot down over Israel as the cease-fire went into effect; two of the pilots were captured. *The Post* shook its head sadly in an editorial entitled "RAF for Hire."

Israel complained to the United Nations about Britain's misbehavior, while the U.N. Mediator begged the Arabs to go to Rhodes for peace talks. They agreed.

During January, the decisions from Cyprus were at last allowed to leave. *The Post* called for austerity, and Israel went to the polls, Mapai getting 38 per cent, Mupam 15 per cent, and Herut 11 per cent of the vote. Eight women were elected. Ben-Gurion said that Mapai's aim was a socialist state.

The Constituent Assembly met in Jerusalem, from where Weizmann extended a hand of peace to the Arabs. Weizmann was elected President, with 83 votes against Klausner's 15.

On February 25, *The Post* reported the signing of an armistice with Egypt, and commented on a "New Phase":

"Though formally a military document only, the Armistice Agreement has wide implications. By its acceptance, Egypt has separated itself from the other Arab countries, and has recognized the State of Israel."

Lebanon signed an armistice treaty on March 23, and Jordan on April 3. Israel guaranteed to protect Moslem and Christian Holy Places. Palestine Conciliation Commission talks began in Lausanne, and ended in due course. Israel's entry into the United Nations was approved on May 9, *The Post* commenting proudly:

"The prayers of 2,000 years, 70 years' work since the first settlements were founded in this country, the vision unfolded 50 years ago by Herzl, the patient striving of President Weizmann and his generation, and the battles for freedom of the past year have found their consummation."

(The lines to) Tel Aviv had to be given up even before the attack on Jaffa, but up to now it was still possible to link up with Haifa; and when the military line was available there, we got a few scraps by this circuitous route. The most outstanding stories of this period — the Proclamation of Independence by the Zionist Council, for one — came in that way — tattered, mutilated, and scrappy.

The Haifa staff's worst moment came when it could not give us the story the night Hagana captured the city. Of the emotions animating the newsroom that night, a personal one kept obtruding itself; that Monty Jacobs (then in charge of the Haifa office) would shoot himself if he failed to get the story across to the paper. Happily he didn't shoot himself, and contrived to give a very full account the following night.

Throughout this time, the working staff of *The Palestine Post* grew steadily smaller as more and more men volunteered or were called up for army service, exemptions being requested only for the most essential personnel.

Emergency power

When Abdullah's guns began their systematic shelling of the New City, arrangements were made for an emergency electric supply to essential users — including newspapers — in the event of a breakdown. Before long "breakdown" became the common state even of this emergency line, while for the general user no current was available for many weeks. Thanks to the heroism of the crews who, regardless of danger, repaired the damage caused by falling mortars and shells, the stoppage of current for any length of time was comparatively rare. While the newsroom staff was able to continue work without electricity, by the light of candles stuck on their typewriters — at such times the newsroom resembled a smuggler's den, rather than the heart of a newspaper — the failure of power caused the lead in the linotype machines to cool or stopped the press in the middle of printing. In addition, the news agencies, obtaining their news from their London and New York offices by

Paper!

Its staff cut by call-ups, its plant the target of enemy gunners, its contacts with the outside world cut off in besieged Jerusalem — somehow, during those frantic first months of the War of Independence, The Post managed to publish every day. Here is the story of how it was done. This report was written by the Editor on May 12, 1948.

radio, either by Morse or wireless teleprinters (Hellschreibers), were forced to stop and important news items from abroad were missed.

The Editor's report continues:...A fresh and crippling blow has been dealt by the cutting off of electric power for five hours a day, two being the decisive hours of 8.15 to 8.15 in the evening. This means no transmissions and no transcribing, and the risk of missing some important stories... The shutting off of power is crippling in another way: It stops the linotypes and cools them for some of the most essential hours of setting. It also catches us the other way: printing time, when, unless we go to press earlier than we used to when setting was continuous, we are in danger of halting the printing interrupted at 5 a.m., with the edition not quite run off.

Two weeks later, when the shelling had begun in earnest, the Editor wrote:

"The war for Jerusalem has made

the above look somewhat frivolous... Now there is the menace of death from shells, and the city itself is dead as a city must be when besieged and fighting... With electric power dwindling very rapidly... we are favoured if we get any after 8 p.m.; when this falls, we must be satisfied with two pages. On the night of May 15, power failed us completely, and we produced the paper in four stencilled sheets. Two nights before that, we had started stencilling, when we were presented with power round about 1 a.m.!"

No radio news

For more than a week, Jerusalem has been without radio news, and the city's dependence on us is attested in the public's gratitude that we are alive to tell what tale there was.

The best that could be produced on a number of nights was a two-page paper or four

stencilled sheets, but in some form or another *The Palestine Post* appeared daily, although on one occasion, when the circuit failed too late for a stencilled edition to be prepared, and the shelling was too heavy for repairs to be effected, a limited edition was not printed until almost midday.

The area around the building housing the newspaper appeared at times to be a special target for the enemy gunners, and two people were killed immediately outside the office and many injured in the vicinity. But in spite of this the staff, like all the other citizens of Jerusalem, appeared daily at their work and carried on as normally as possible. Several members of the staff took to wearing steel helmets, especially when it was learned that the Egyptians were using air-bursting shrapnel.

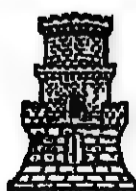
Stops and shelling

At times work stopped momentarily while the staff took shelter — sometimes under the nearest table; sometimes lying on the floor in the building's central corridor and on one or two occasions in the basement — while shells burst on the walls and roof, the splinters pock-marking the walls and ceiling of the newsroom and cutting jagged gashes through the files in the library. The windows in the editorial offices were later blocked up with bales of the newspapers which could not be sent out of Jerusalem and this wall of paper gave a sense of security, probably more psychological than physical.

Throughout most of this time contact was maintained between the editorial office of *The Palestine Post* and its branch in Tel Aviv by radio transmitters installed and operated in conjunction with the Hebrew daily "Ha'aretz," but even this link was dependent on the supply of electricity.

One difficulty, however, could not be overcome. Throughout the entire siege it was not possible to dispatch *The Palestine Post* out of Jerusalem, and a special temporary edition was produced by the staff in Tel Aviv until the opening of the Burma Road.

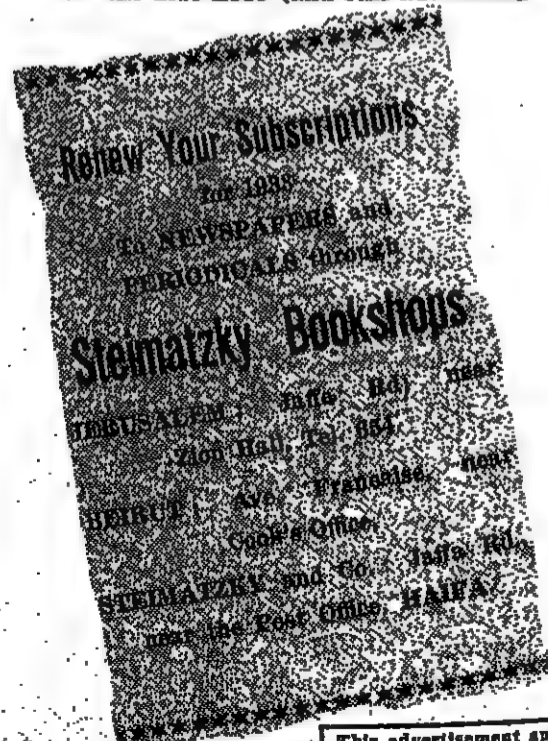
**Congratulations
to the Jerusalem Post
on its 40th Anniversary**



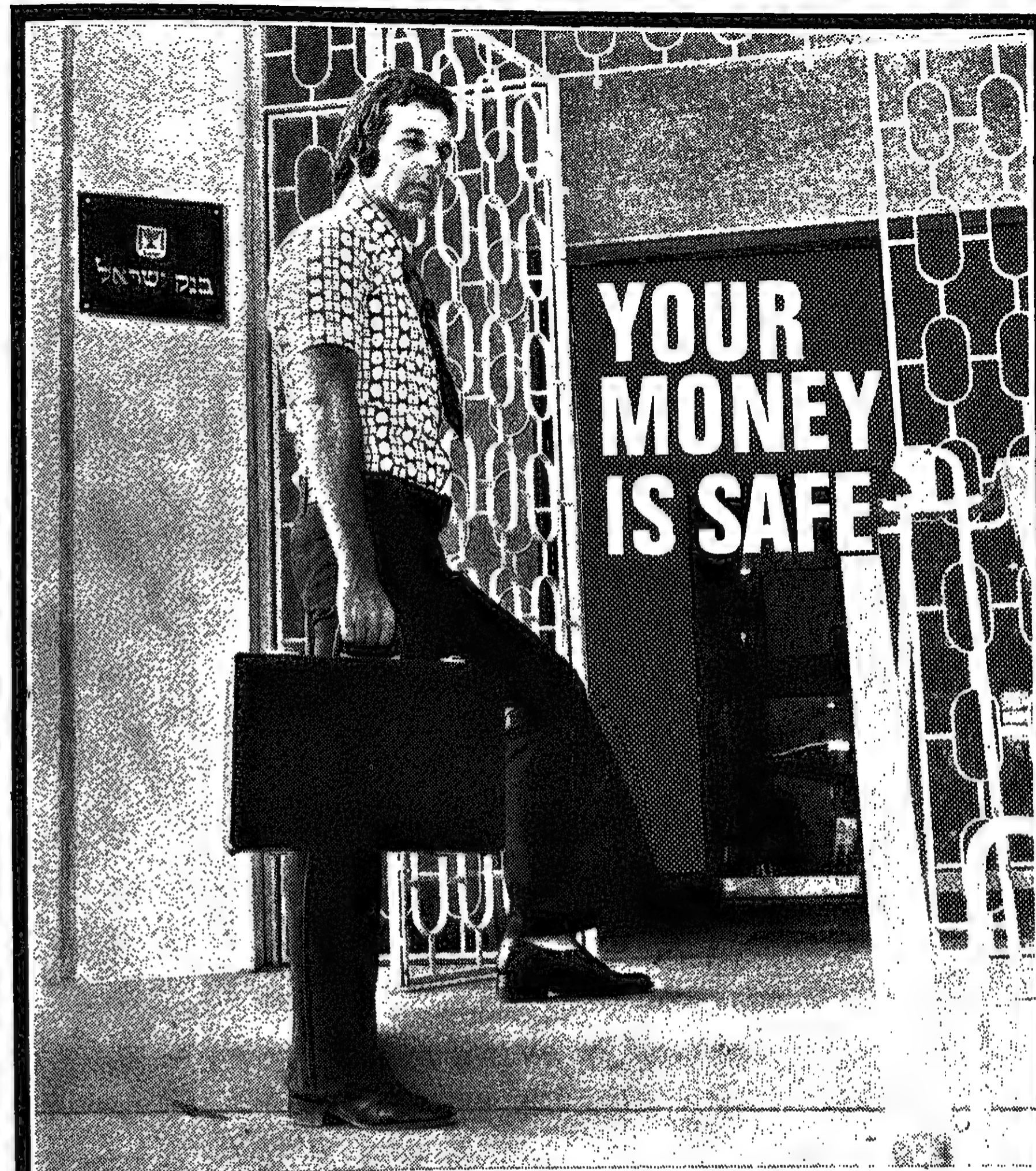
**MIGDAL-BINYAN
INSURANCE COMPANY LTD.**

**HAPPY ANNIVERSARY
from
STEIMATZKY'S AGENCY**

Advertisers in *The Jerusalem Post* (former *Palestine Post*)
from the first issue (and still advertising)



This advertisement appeared in the
Palestine Post, December 6, 1932



SHORT TERM LOAN

Available at all Banking Institutions and from Stock Exchange Members

BANK OF ISRAEL

THE JERUSALEM POST 40TH ANNIVERSARY 1932-1972, ESTABLISHED BY THE LATE GERSHON AGRON

Just as Jerusalem is unique among cities,

SO **THE JERUSALEM POST**

is in a class by itself. Established forty years ago, it is the only English language daily in Israel. It is read by Israel's professional men and women, businessmen, scientists, scholars and others whose status influences the life and development of the country..

The wide circulation of The Jerusalem Post makes it a valuable advertising medium

every week to the four corners of the earth



Keep ahead with **THE JERUSALEM POST**

on-the-spot coverage by men and women where the news is happening... In-depth reporting on events shaping the history of the Middle East, as it appeared during the six preceding days in the Jerusalem Post... It's all yours when you subscribe to

THE JERUSALEM POST

It's airmailed to you from Jerusalem every Tuesday... arrives at your home before the week's out... It's an indispensable tool for understanding Israel...

JERUSALEM POST 40th ANNIVERSARY

For Quality Printing

The Jerusalem Post Press

Courteous Service
Professional Advice

Contractors to the
Government Printer, Jewish Agency,
the Hebrew University and
Weizmann Institute.

JERUSALEM PRINTING
APPLIANCES LTD.

Office: The Jerusalem Post
Building, Romema, P.O.B.
81, Jerusalem 91000, Tel.
528181, 533181. Coblen:
AGRONNEWS, Jerusalem.
Telax: 2245, Jerusalem.

Established 1972

Representative of manufacturers
of printing and off-set supplies
and machinery.

Ready to provide quality service
backed by 40 years of
experience in the printing field.

THE JERUSALEM POST.

ROMEMA, JERUSALEM, P.O. Box 81 91000. Telephones 528181-533181

The morning after The Palestine Post explosion. Paper's building, at right, bore brunt of the blast. The building, with floor tiles marred by the flames of the resulting fire, was The Post's main office until 1971. Buildings across the street also were severely damaged.



PAPER'S OFFICES, PRESS BOMBED

THE Palestine Post which appeared on February 2, 1948 — printed in a smaller size than the usual, on a borrowed press — described the explosion that had wrecked the newspaper's premises at 11 o'clock the night before, about an hour before press time:

The blast came with a dull red flash that reached the level of the upper stories of the two buildings, sending glass spinning across the rooms, shaking workers and tenants, cutting them about the face and toppling furniture. On some floors the lights went out adding to the confusion.

Workers and tenants hurried out of the buildings. The slightly wounded and uninjured helped the seriously hurt to the Hadassah Clearing Clinic a few metres up the road, edging past a blazing ambulance. In the Jerusalem Press, on the ground floor of the building, the blast sent pieces of lead flying through the air.

The last injured man to be brought out of the press, when it was thick with smoke and dust and stiflingly hot, was rescued by Mr. John Donovan, the Jerusalem correspondent of the N.B.C., who was on his way to *The Palestine Post* when the explosion occurred. Another foreign correspondent who helped in the rescue work was Mr. Fitzhugh Turner of the "New York Herald-Tribune," who climbed the stairs into the burning building in search of victims, together with three British constables and had to jump from an upper story when he was cut off from the staircase by the flames.

The damage to the buildings and presses is estimated at over £100,000.

A few minutes after the blast, flames crept along the floors and walls. Soon there were flames on both sides of the street, which became impassable. The Jerusalem Fire Brigade and the Army R.A.S.C. Brigade snaked along lines of hoses to the hydrant at the corner of Jaffa Road.

Meanwhile, at the Hadassah Clinic, a stream of doctors and nurses came to treat the wounded, and two armoured buses were brought up to transfer the overflow to the Hadassah Hospital on Mount Scopus.

On February 1, 1948, at 10.45 p.m. The Palestine Post and two adjacent buildings were devastated by an explosion, followed by a fire. Three people were killed and a further 37 wounded, 17 of them seriously. A curtailed edition of **THE POST** appeared the next morning, only a few hours late.

One of the buildings of the Hadassah Clearing Clinic was badly damaged by the blast and medical equipment wrecked. In several members of the press-room were injured in the explosion which wrecked the building in which this newspaper and its presses are housed. Some of the injuries were serious. Men and women were at their posts and suffered for it; and their colleagues will leave nothing undone to lessen their suffering and loss. In their name and the name of truth this issue has been produced. **THE PALESTINE POST** will go on.

David Courtney's Column One made nearly as much impact as the explosion:

The truth is louder than TNT and burns brighter than the flames of arson. It will win in the end. Last night's bomb smashed machinery, burned precious records, made people homeless, injured some; but the target was plain truth. It is surprising what some men will do to destroy truth. The tyrant, the Fascist, the fool and the ignorant victims of any one or all of these have tried to suppress the truth since history began; and tried vainly. They are still at their monstrous folly.

What was done last night is an incident among many in the brutal history of this land. It was nothing new to see flames and hear the groans of hurt men. It was nothing new to see little children and old women and stumbling men silhouetted against fire as they hurried silently away

from their homes. That is the modern history of Palestine. It is the recent history of the Mandate. It will be said in London that it is the consequence of the judgment of the earth's United Nations. To say just that accusingly, is to be in part responsible for the evil that is done.

The bomb in Hasolei Street for a moment closed the mouths of the messengers of the world; and shut off, as a telephone is shut off, the news from a score of capitals. It did not throw into still sharper relief, and sound with still farther-reaching voice, the truth of this land and the sureness of its triumph. And that truth will be told. The men who did last night's deed probably overlooked that. There is nothing they can do about it now or at any time. It has escaped them. It makes their triumph short-lived and hollow.

Jerusalem, February 2.

WHEN Ted Lurie, the Managing Editor, left *The Post* at 10.50 that night with his wife Tsila, to go to have coffee at the nearby Atara Cafe, he noticed a throned British army truck turn into the narrow Rehov Hasolei, in which *The Post* office was situated, from the main street, Jaffa Road. "I wonder what he is doing here at this time of night?" he remarked to Tsila.

As they reached the Atara Cafe, they were nearly knocked off their feet by a tremendous explosion. He tried to telephone *The Post* to find out what had happened, but could get no answer. Suddenly flames were seen in the sky. He hurried in the direction of the fire and found that the building was a mass of flames.

IT was assumed for many years that the British soldiers had been responsible for the explosion, because of the truck Ted Lurie saw, and because an anonymous letter had been received a few days before. This stated:

To the Editor of *The Palestine Post*

Sir, — If your friends and comrades retaliate against the just execution of Dov Béla Groner by the harming of the abducted

men, we will retaliate indiscriminately against the Jewish population of Jerusalem in the proportion of three to one. You, who are the first to decry terrorism as hindering the Zionist cause, are also the first to clamour for clemency whereas you should be the first to demand the execution of Dov Groner as a deterrent to future terrorist activity. If you fail to print this you will perhaps be the first to suffer for the sins of your race and learn too late that the Lion can bite as well as growl. We will in the next few days demonstrate by some act of violence the fact that we mean what is printed above.

Yours etc.,
NOT SIGNED
Jerusalem, January 28.

But last year Dominique Lapiere and Larry Collins gave an Arab version of the bombing for the first time. According to them, the attack was organized by Abdul Khader Hussein, the commander of Arab irregulars in Jerusalem, known as "Abdu Mousa," and a cousin of the Jerusalem Mufli. He had been planning a major attack against the Jews with high explosives for some time, but it was only in February, 1948 that he found the men he needed for such a move.

To prepare the explosives he used a 51-year-old Jerusalemite, Fawzi el Kutub. Another Arab, Abou Khalil Genno, was a member of his group. They also had two British deserters, Eddie Brown, former police captain, who claimed that his brother had been killed by I.Z.L., and Peter Madison, a former army corporal.

They stole a British pickup truck and loaded it with half a ton of TNT. This was the truck that Lurie saw and that Genno told Lurie (when he met him in Ramallah after the 1967 war) he had intended to park outside the Zion Cinema but had arrived too late, after everyone had left the cinema, and instead drove in haste up Hasolei Street to park it outside *The Post*, to which he had been attracted as it was the only building around it up.

Four days later, February 6, *The Post* was once more being produced in its normal format.

JERUSALEM POST 40th ANNIVERSARY

JERUSALEM POST 40th ANNIVERSARY

המזמן השלישי

1949-1967: Arabs maintain enmity

After the shattering blows delivered to the Arabs in the War of Independence, and the conclusion of Armistice Agreements, Israel assumed at first that her neighbours would join her in developing the arts of peace, with a view to increasing the prosperity of the region. But it soon became clear that the Arab states looked on the Armistice merely as a breathing-space for further attacks. These at first took the form of fedayeen raids, and closure of the Suez Canal to Israeli shipping. Then came the Czech arms deal, the expulsion of the British from Egypt, and the concentration of forces in Sinai and the Gaza Strip. Israel struck first in the 1956 Sinai Campaign, which ended with Israeli troops at the Canal, but Israel was forced to withdraw by joint American-Russian pressure, and was given "assurances." U.N. troops lined the frontier with Egypt and freedom of passage through the Straits of Tiran — not the Suez — was guaranteed. In May, 1967, Nasser cancelled this agreement.



Egyptian sailors, taken prisoner when their destroyer was captured off Haifa during the Sinai Campaign. (Reuters)

ISRAEL in the middle of 1949 ed with all the states concerned." vaguely favoured the creation of a separate Arab state on the West Bank. Later, in 1950, this area was annexed by Emir Abdullah as part of Jordan, without opposition from any of the Arab states, Israel, or any world power.

Attention was concentrated on the ingathering of the Jews: Operation Magic Carpet, the transfer of Jews from Yemen, and the Wings of an Eagle operation from Iraq. Negotiations for reparations commenced with Germany: *The Post* commented, "No sum of money can ever compensate the Jewish people for even the physical damage done to them by the Germany of the Third Reich... at least the claim of Jewry to at least some 'reparation must be considered.'"

Family reunions

On June 21, 1949, Israel agreed to let Arab wives and children return under the Family Reunion Scheme. But she was firm about not permitting a general return of the refugees: *The Post* explained, "Israel's stand on the Arab refugee issue was defined some time ago, and there has been no occasion to change it: there can be no large-scale re-entry of Arabs from countries openly preaching revenge on Israel, and there can be no return until firm peace treaties are signed with all the states concerned." On July 21, 1949, Syria and Israel at last signed an Armistice Agreement.

Pressure mounted on Israel to accept the internationalization of Jerusalem. The Palestine Conciliation Commission proposed that the U.N. should be the supreme authority over a two-zoned authority, with no immigration: *The Post* was rather scornful. "The test of any serious political proposal is its practicability. And by this criterion the latest P.O.C. blueprint for internationalization stands condemned even before it has been discussed." The Vatican joined in the effort to force Israel to accept internationalization of Jerusalem. *The Post* was again rather scornful: "The Church leaders can scarcely help being aware that last year, if ever, a bid for Jerusalem might have been successful, either by means of pressure to restrain the Arabs and Britain or by effective intervention. That brief chance of a second and broader Vatican City was forfeited, and Jerusalem, rescued, rebuilt and repopulated by Israel, has become a bitter reminder of an opportunity lost."

On December 14, the Knesset and the Prime Minister's office moved triumphantly to Jerusalem. *The Post* wrote on "Jerusalem Redeemed": "Jerusalem is today the capital of Israel, as it has

always been as far back into antiquity as Jewish history... Today's courageous move by the Israel Government comes as a great relief." But other Government departments were to drag their feet in the years to come, and *The Post* was to complain frequently about the neglect of the capital, until after the Six Day War.

It became clear that the Arabs were not going to convert the Armistice Agreements into peace treaties, as had been contemplated: Israel went ahead without treaties, with massive immigration and development plans. Marauders and infiltrators sometimes crossed the frontier to steal, occasionally to kill as well. Arab rulers proclaimed their determination to wipe Israel off the map. In the same breath they alleged that Israel had expansionist aims. France, Britain and the U.S. on May 28, 1950, signed a Tripartite Declaration guaranteeing the frontiers of the Middle East countries.

The Post reaction was cautious. "In the case of Israel's borders, neither side invited such a guarantee. Uninvited, the guarantee is yet an invaluable aid to stability... removing every shred of reason for the Arab fear propaganda of Israel expansionist

plans that had been used to bolster past refusals to come to terms with Israel."

Reparations agreement

On September 10, 1952, Moshe Sharett and Chancellor Konrad Adenauer signed the German reparations treaty in a secret 13-minute ceremony. Israel was promised 3,450 million marks. *The Post* said: "Deep heart-searchings accompanied the negotiations from the very outset, and it is now made plain that they involved no compromise of Israel's view of the Nazi beastliness... The signing of the agreement at Luxembourg will be received with sober satisfaction by the Jewish people..." Herut did not share this sober satisfaction; in January, 1952, they had organized demonstrations in Jerusalem that had turned into riots against the Knesset, with windows smashed, stones thrown, in tear gas billowing through the chamber. As the years passed, however, everyone in Israel, even Herut, became reconciled to receiving reparations. In 1953 and 1954, the Arabs stepped up their raids by infiltrators: these changed their character, and it became clear that murder, not theft, was the objective.

Under the Armistice Agreements, Israel was supposed to have freedom of passage through the Suez Canal, but this was consistently refused by Egypt. Israel took the issue to the Security Council, which on September 1, 1951, ordered the lifting of the blockade against Israel. Egypt refused to comply. (The Jordanians for their part, did not permit free access to the Old City, Mt. Scopus, and Latrun as provided in their Armistice Agreement.)

Israel decided to test the position on the Canal, with a view to forcing the Security Council to act. On September 28, 1954, the *Bat Galim*, an Israeli vessel flying the Israeli flag, entered the southern end of the Canal. It was stopped, the ship and its cargo were confiscated, and its crew were imprisoned. After three months, the men were released. The Security Council proved to be powerless, for by then the Arabs had discovered a new friend — the U.S.S.R. exercised its veto. *The Post* applauded the action of the crew, deplored the actions of the Egyptians and the inactivity of the Security Council.

Nasser's advent to power changed the situation for the worse, and proved *The Post's* (Continued on page 35)

Arabs maintain enmity

(continued from page 34)

passivism all too justified. He set up guns at the Straits of Tiran, and closed this Israeli outlet from Eilat to the Indian Ocean. The fedayeen operations from the Gaza Strip became major guerrilla forays, designed to terrorize the civilian population and drive it from the border settlements. The Israel Army retaliated in strong reprisal raids some of which involved heavy Arab losses. Once again the front pages became a record of murders by Arabs, reactions by Jews. Fedayeen also operated extensively and intensively from Jordan, apparently with the blessing of Hussein. In February, 1955, Israel smashed the Gaza police station and inflicted over 100 Arab casualties.

Even more sinister, from Israel's point of view, was the conclusion by Nasser of the Czech arms deal in September, 1955. The arms obtained were vast in number and high in quality, according to the standards prevailing in the Middle East at the time — and the deal brought the Soviets into the Middle East. *The Post* commented: "It is not new that Russia is seeking to penetrate the Middle East... it may be that the State Department is willing to humiliate itself in order to forestall Soviet penetration into the Middle East, though it seems doubtful whether the simple appointment of Nasser can have this effect... It is certainly difficult to see how Israel is, in the long run, to maintain unilateral peace in the face of hostility, blockade and border attacks..."

In July 1956, Nasser turned against the British, and nationalized the Canal. During the following months, the front pages unfold the story of the Anglo-French efforts to bring the Egyptian to reason. These efforts failed. The reserves were called up on October 28, apparently as a precautionary measure, with all the indications being that tension was expected on the Jordanian front. This was a feint: on October 30, 1956, the Army struck into Sinai.

The Post commented: "The bold stroke of Israel forces deep into Egyptian territory to surround and hold the fedayeen bases will have taken no one greatly unawares... For a period the earlier form of reprisals against infiltration helped... For a time, at the insistent request of the U.S.S.R., a deliberate policy of no reprisals was instituted... This policy proved not only ineffective but an invitation to increasing bold infiltration..." It took the Suez Canal crisis to persuade the West that Nasser is indeed a menace threatening the peace... if they seize this opportunity to restore their earlier position on the Suez Canal, they will be able to thank Israel for more courage and determination in this emergency than they have shown themselves."

Headlines on the following days reported the 100 hours drive to Suez:

November 4: SINAI BATTLE WON

November 7: ISRAELI FLAG AT TIRAN STRAITS

The British and French took action at Port Said, but they did so slowly and irresolutely. Russia's Bulganin threatened to attack Israel; even more serious, from Israel's point of view, was the American reaction. The 100 hours were full of sustained pressure by the Eisenhower Administration to force Israel to withdraw from Sinai.

Eventually, it was agreed that an international force — the United Nations Emergency Force (UNEF) — would be stationed at strategic points in the Gaza Strip, and the Sinai Desert, including the Straits of Tiran. Freedom of navigation through the Straits of Tiran was guaranteed, as was a cessation of Egyptian acts of aggression. This arrangement was contained in "assurances" given by Eisenhower and U.N. Secretary-General Dag Hammarskjöld. On April 16, 1957, Israel withdrew from Sinai and the Gaza Strip.

The Post commented: "The gains of the Sinai Campaign should not be diminished in public estimation. It is doubtful whether there was any expectation of, or desire for, territorial acquisitions by Israel... Mrs. Meir seemed satisfied that the issue of freedom of passage through the Straits of Tiran was now dealt with *de facto*. Israel ships will go through. Their right to do so is recognized and Nasser is not likely to dare any interference at the present time... "The control of the Gaza Strip in order to stop the fedayeen depredations was a secondary aim which now looks as if it is being frustrated..."

A year after the Sinai Campaign, Israel celebrated her Tenth Anniversary. The "Asor" was a great success. The borders were quiet; the UNEF system was working; immigrants came from Poland; the problems encountered were those of any democracy, such as shortage of finance, inflation, and labour demands.

Then came 1959 and 1961 — the Lavon Affair. This split Mapai as nothing had ever done in its busy history.

Lea Ben Dor wrote in "The Year of the Affair": "It has been an uncomfortable year on the home front. We have had to struggle not against Arab attacks or sudden almost unmanageable waves of immigration, but against what has begun to emerge as a national tendency to wage war against our friends with more bitterness and venom than against our enemies. Should E.C. have fought as implacably against an old colleague as against a White Paper or against Arab attempts to destroy us? His iron determination on this six-year-old theoretical issue frightened people... But should he have been attacked with the ferocity that threw the Syrians out of Degeania and Nasser out of the Negev?... We are still too near the great battles with the outside world, too many ghosts are still looking over our shoulders..."

The Affair culminated in Ben-Gurion's resignation: he was replaced by his old lieutenant, Levi Eshkol. Then the "Old Man" made an attempt to regain power, failed, and left Mapai to form Raft, taking with him into opposition men like Moshe Dayan and Shimon Peres.

A drive to put the economic house in order produced a recession, planned to take the steam out of the economy. The border with Egypt remained as quiet as quiet could be: there were occasional forays from Jordan, but few of these were very serious, although one provoked a reprisal raid on November 12, 1966, that involved a deep penetration to Samu, close to Hebron. On the Syrian front there was unceasing trouble. From the Golan Heights, the Syrian artillery lobbed shells into the defenceless settlements of the Hula Valley. Israeli reprisals by infantry up the Heights were costly: Israel started to hit back with planes, and when Syrian planes went up to defend the artillery, Israel's Air Force brought down seven Mig's.

On the whole, however, Independence Day was celebrated in May, 1957, with a general assumption of peace, or, at least, a truce — had come to stay.

Their world tomorrow



Shaping tomorrow's world for tomorrow's citizens is a task of challenge and responsibility. High in the priorities is the need to develop the world's food-producing resources to sustain a population that increases annually by 50 millions. Heavier and healthier crops are essential, and ICI's crop-production chemists are playing a leading part in the efforts now being made — not without success — to produce them. Concurrently with this work, other ICI scientists in many fields are pursuing in the Company's pharmaceutical research laboratories, the quest for new and more efficient weapons in the fight against diseases that afflict not only man but also those animals that provide him with meat and milk, hides and wool. *The task is by no means complete. Much remains to be done. In ICI laboratories, the diligent, patient search continues for means of winning nature's bounty in increasing measure and ensuring, for tomorrow's citizens, a longer span for its enjoyment.*



IMPERIAL CHEMICAL INDUSTRIES LIMITED, LONDON, ENGLAND
In Israel: ICI (ISRAEL) LTD., P.O.B. 1703, America House, 35 Sderot Shaul Hanalech, Tel Aviv

As friends and distributors of

THE JERUSALEM POST

for several decades, we congratulate its editor — Mr. Ted Lurie, the staff and the management upon their important achievements during the 40 years of existence and wish them further success and development

I. Bronfman
BRONFMAN'S AGENCY
LTD.

A. Fortgang
Ch. Goldsmith
ATLAS LTD.

Some of our best friends are clients

YOUVAL TAL LTD.
Jerusalem's only full service advertising agency
Jerusalem Post Bldg., Romera, P.O.R. 2180, Tel. 528191
*Including our landlord

1967-1972 Nettle of danger

THE Syrian attacks on the settlements in the Hula Valley, like Gadot, below the Golan Heights, became so serious that on May 10, 1967, the Chief of Staff, Rav-Aluf Yitzhak Rabin, warned the Syrians that Israel might be compelled to topple the Syrian Government by attacking Damascus. Four days later, in his Independence Day message, Prime Minister Levi Eshkol said: "In view of the 14 incidents in the past month alone, we may have to adopt measures no less drastic than those of April 7" (the attack by the Air Force on the Syrian artillery and the bringing down of seven planes). Nevertheless, nobody was ready for what was to come.

It has since been revealed that the Russians told Nasser that Israel had mobilized large forces for an attack on Syria, with whom Nasser had concluded a defence pact in November, 1966. This of course was untrue: Prime Minister Eshkol offered to show the Russian Ambassador the true position, but was turned down.

On May 17, it was reported that the Egyptians were moving masses of troops across the Canal into Sinai. On the same day, the Egyptian Chief of Staff, General Fawzy, sent a request to General Rikhye, commanding the United Nations Emergency Force, to withdraw all his forces for their own safety, since Egypt was alerting all forces for defensive action against Israel. Nothing was said about Sharm el-Sheikh. This message was passed on to U Thant.

U Thant's retreat

U Thant's answer, given to the Egyptian representative at the U.N., was the curious one that there could be no partial withdrawal, nor could UNEF stand aside to allow the two sides to resume fighting. If there was to be a withdrawal, it had to be complete. To this Nasser naturally answered that he insisted on the withdrawal of UNEF. On May 18, U Thant told the General Assembly that the Force was being withdrawn immediately. Israel ordered partial mobilization.

On these events, *The Post* commented: "The present crisis has brought with it many unanswered questions. But none is more puzzling than the precipitate retreat of U.N. Secretary-General U Thant... Before its agreement to withdraw, (after the Sinai Campaign in 1956) Israel made it plain that she would pull out only if it was assured that the conditions which led to Suez would not be restored... Though Israel was not fully satisfied with the assurances it received, yet there was enough substance to believe that the scope and status given UNEF would in the main permit it to carry out its peace-keeping function effectively..."

On May 22, Nasser announced that the Straits of Tiran were closed to Israeli shipping, saying, "The Israeli flag will no longer pass the Gulf of Akaba; our sovereignty over the Gulf is indisputable. If Israel threatens us with war, we will reply thus: go ahead."

Israel was in constant touch with Washington, which was in honour bound to restrain Nasser, because of the assurances given by Eisenhower and Hammerkjold when Israel withdrew from Sinai in 1967. In the weeks that followed, a great effort was made to get the maritime nations of the world to challenge Nasser. U Thant went on a slow, reluctant trip to Cairo to persuade Nasser to see reason.

Headlines on the first day proclaimed: **AIR FORCE WINS SUPREMACY AS ARMY DRIVES TROOPS BACK INTO SINAI, GAZA**

JORDAN SHELLS JERUSALEM 10 DEAD, HOUSES DAMAGED

Detailed stories described advances on all fronts, and the tremendous victory won in destroying the Egyptian air force on the ground. The paper featured Prime Minister Levi Eshkol's message to the people: "Egypt has forced a military campaign upon us... Again we announce: We shall not attack any state as long as it does not wage war against us. But anyone attacking us will meet with our full power of self-defence and our capability to defeat his forces..."

It also featured the famous message of General Moshe Dayan, the Minister of Defence: "They are more numerous than we, but we shall beat them. We are a

In May, 1967, a prolonged Egyptian build-up of forces in Sinai was followed by the expulsion of U.N.E.F. and the closing of the Straits of Tiran. This created fear throughout the world that Israel would be destroyed. Then came the Six Day War. The Arabs proclaimed at the Khartoum Conference that they still would not make peace, and would never negotiate with Israel. The prolonged struggle that followed included the war of attrition on the Suez Canal, and the success in overcoming terrorists operating first in Israel itself, then from Jordan, Lebanon and Syria.

small people but a brave one, seeking peace but ready to fight for our life and our country..."

The Arab affairs monitor reported the successes claimed by the Arab radio stations on many fronts.

The second day's headline speaks for itself: **SCOPUS ROAD OPENED, OLD CITY ENCIRCLED, 200 EGYPTIAN TANKS SMASHED; GAZA FALLS**

Cairo admitted failure on all fronts for the first time. By the third day, the number nine bus to Mount Scopus, suspended for 19 years, was running again. The Old City was captured. Tiran opened, forces said to be near Suez, the West Bank taken. On the following day, Nasser accepted a truce requested by the Security Council. Nasser's armoured force was reported to have been smashed in a great tank battle. An amusing item contained details of the Nasser-Hussein talk, in which they worked out how

(Continued on page 39)

THE WORKERS OF ISRAEL

SALUTE THE JERUSALEM POST

the newspaper which
has proudly spoken for the nation

THE HISTADRUT EXECUTIVE

"HEVRAT — HA'OVDIM"

The economic branch of the General Federation of Labour in Israel has close to a million members and about two thousand associations.

Its economic activities extend over all branches of the economy :

- Agriculture
- Industry
- Workshops
- Building
- Housing
- Producers' cooperatives
- Banking
- Insurance
- Pension and Provident Funds
- Marketing
- Consumers' cooperatives
- Transportation
- Cultural enterprises
- Public properties

Activities in all parts of the country with emphasis on the establishment of industries, workshops and services in basic branches and in development areas.

הכנסת הכלכלית

When We First Opened Our Plant
In Jerusalem In 1935,
The Jerusalem Post Was Then
Just Three Years Old

Today We Send Our
"MAZAL TOV"
from One "Vatik" to Another



"TEVA"
Middle East Pharmaceutical Chemical Works Ltd.
P.O.B. 1142, Jerusalem, Israel
Phone: 531242/3/4

Best Wishes to
THE JERUSALEM POST
on its 40th Anniversary
Merkaz Kupat Holim



The Ministry of Tourism

Extends heartiest congratulations to

THE JERUSALEM POST

and to its devoted staff

on the occasion of their

40th Anniversary

THE MAYOR OF JERUSALEM

To the Editor, the Editorial and Administrative Staff, the Workers and the readers of

THE JERUSALEM POST

Warmest greetings from the Municipality of Jerusalem and its residents

For 40 years you have been faithful to Jerusalem, and the residents of Jerusalem have been faithful to you. Our hope is that in the future as in the past you will continue to serve the people of Jerusalem.

My best wishes for your continuing success.

Teddy Kollek

Nettle of danger

(Continued from page 37)

to blame intervention by the British and the Americans for their defeats — this had been recorded by Israeli Intelligence. "Mayor of Hebron says Hussein was mad" was the headline of a story by Ted Lurie who interviewed Sheikh Is'abari in Hebron, the day the town fell to the Israel army. Ben-Gurion, wearing a kova tembel (stitched hat widely used in Israel in summer), went to the Western Wall, and had a soldier chip away the street name "El Buraq" (Mahomet's horse) from the wall. "This is the greatest moment in my life since I came to Israel," the soldier said.

Nasser resigned, but was persuaded to withdraw his resignation. Syria was defeated, and a general cease-fire went into effect.

The Post optimistically hoped in its editorials that the way to peace was open, and that, after three defeats, the Egyptians would realize the folly of war. "The Sinai desert lies between Israel and Egypt, and it could serve us well in keeping Egyptian forces permanently a good distance from our settled areas. The other condition for peace is that the major nations should cease to deny the incontrovertible fact that Israel represents the strongest and most promising force for stability in the area today."

The wild rejoicing that followed the victory was naturally reflected in The Post. A picture of tens of thousands flocking to the Wall was published above Psalm 126: "When God returned the captivity of Zion, we were like dreamers. Then our mouth was filled with laughter and our tongue with singing. Then they said among the gentiles: God has done great things for them... They that sow in tears shall reap in joy."

The honeymoon period after the battle was given wide coverage, with stories of how Jewish and Arab friends met after 19 years. Teddy Kollek, Mayor of Greater Jerusalem, immediately drew up blueprints for new services for the whole city. Arabs strayed curiously through West Jerusalem. The two peoples merged without any apparent signs of hostility.

Khartoum policy

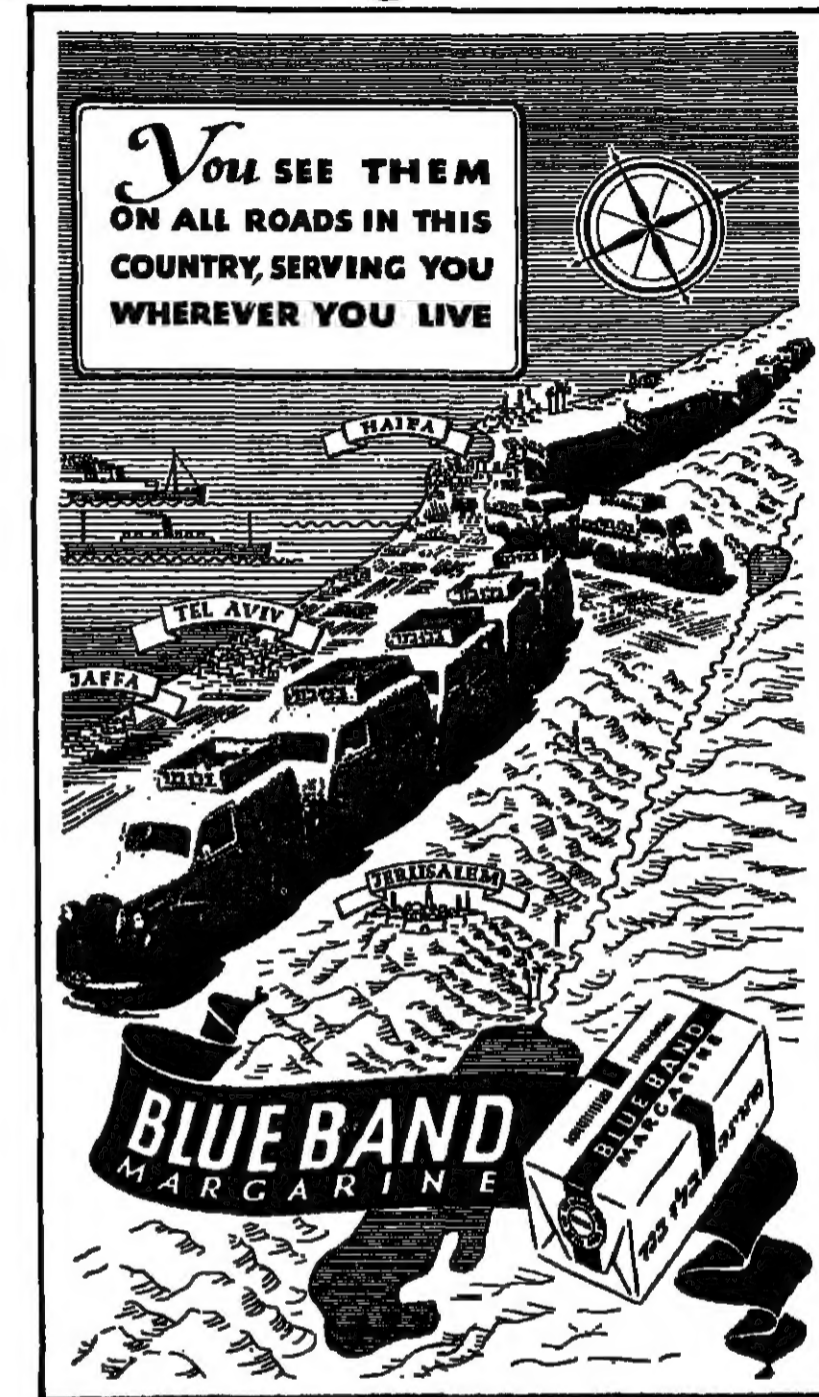
It did not last long. The Arab leaders met in Khartoum, and once again proved that they had learned nothing from all their losses and defeats. They decided on "no recognition, no negotiations, and no peace."

The Russians rushed to rearm the Egyptians. The U.N. on November 22 adopted Resolution 242, proposed by Britain, which required an Israeli withdrawal from occupied Arab territories and an end to all belligerency in order to establish a "just and lasting peace in the Middle East." It provided for the appointment of a U.N. negotiator to help the sides reach agreement. The Post wrote:

"It is no secret that Israel had many reservations about the wording of the British draft resolution. But Israel did not reject the resolution outright and will most likely indicate willingness to cooperate with the special representative of the Secretary-General... The absence of any mention of peace treaties or even of the principle of direct negotiations between Israel and the Arabs is also sorely regretted..."

Nasser welcomed the Resolution by asserting that Israel was stronger than ever, and that there would be no peace, and no talks. Israel would have to withdraw from all territories and solve the Palestine question: furthermore, she would never be allowed to use the Suez Canal.

25 years ago...



Reprint of a "Blue Band" advertisement which appeared in the "Palestine Post" 25 years ago.

Even in those days "Blue-Band Telma" trucks led the food industry in prompt, efficient and courteous service. Today, 25 years later, Blue-Band Telma's fleet of modern refrigerated delivery trucks still lead the food industry, servicing more than 9,000 points of sale from the Golan to Sharm e-Sheikh, delivering daily fresh supplies of delicious food products made by



BLUE-BAND - telma

TEL AVIV — GARDEN CITY

There are more public gardens in Tel Aviv-Yafo than in any other city in Israel.

The city contains about 4,000 dunams of public planted areas, of which about 2,000 dunams are given over to parks and groves; there are 1,300 dunams of gardens and squares, 230 dunams of boulevards, and about 450 dunams of gardens forming the grounds of institutions. There are 811,000 trees in these areas, of which more than 12,000 are planted at the sides of the city's roads.

Much work has been put into developing park areas along the Yarkon. In this region, 700 dunams have been planted and made available to the public as recreational areas. In addition, about 300 dunams of municipal land have been planted with trees. Some 270 dunams of this form new groves and gardens, and there are 30 dunams of planted traffic islands. Approximately 6,500 trees have been planted, the majority in new groves formed by a succession of plantings made by school children on the New Year for Trees. The remainder were planted in various streets.

In the last two years, the Municipal Gardens Department has planted and tended 30 groves and gardens, 8 of which have already been opened to the public. Before this was possible, it was necessary to complete all the work involved in developing the gardens: making footpaths, placing picnic tables and benches, setting up children's play equipment, etc. In those gardens not yet opened to the public, the development work is at an advanced stage.

NEW GROVES (DUNAMS):

Yad Eliahu 40, Derech Hatayasim 15, Derech Hashalom 6, Afeka 5, Hadar Yosef 20, Rehov Hevra Hadasha (Gan Hagar) 5, Rehov Feivel 5, South Bank of the Yarkon 32, Rehov Neharde'a Sutin 5, Derech Ben Zvi 12, Yisgav district 5, Rehov Kattowitz 3, Rehov Daphna 8, Sderot Blum 0.5, Rehov Amsterdam 5, Tel Kabir — Jaffa 6, Rehov Shen Ari — Jaffa 4, Givat Amal, opposite Yad Lebanim 9, Derech Notanya 34.5, Rehov Brodetsky (Ramat Aviv), near the retirement home 10, Rehov Grossman, Ramat Aviv 13, Rehov Avner 20, Roadling Wood 40, Shimon Wood, Yad Eliahu 6, Kikar Ha'arba' 4, Rehov Bat Ayin — Yafo 10, wood off Rehov Leonardo da Vinci 24.

In all peripheral areas, much work has been done in order to improve the face of the city. This has included planting green strips, and planting avenues of palms, olive trees, and tamarisk, oak, sycamore, and others.

In order to impart colour and life to the streets of Tel Aviv and its gardens, millions of seasonally flowering plants have been put into traffic islands on the outskirts, in central areas, and in various gardens. This operation was undertaken with certain misgivings that the flowers would be plucked and extensive damage caused. It has been found that, in most cases, residents have ensured that this does not happen. Only a few cases of damage have been found.

Attention has also been given to the needs of youth of all ages. In order to avert street rowdiness, various types of play equipment have been installed in most public gardens. This equipment will encourage children to spend their free time in the municipal gardens and groves. The maintenance of this equipment involves considerable expense and labour, but the Municipality gives high priority to this maintenance work, in view of its considerable importance.

During the last two years, 45 play corners have been set up in gardens and groves, and 34 play parks have been established in various areas.

A new departure in play areas can be found in Adventure Park, on the south bank of the Yarkon. This park, which was planned by the architect, Gideon Sarig, contains the first installation of play equipment designed to exercise children's imaginations. Children can be observed in this park, occupied hour after hour in enjoyable play activities, which also promote their development.

In view of the success of Adventure Park, and the swarming of children around the equipment, the Municipality intends to establish similar Adventure Parks in a number of gardens in the city. The localities chosen include Yad Eliahu, Gan Habistadrut, Kiryat Shalom, and Jaffa.

A tender has already been issued for setting up Adventure Park in the garden in the Hatikva district, in accordance with a design drawn up by the American architect, Richard Datner.

A good example of a play park can be found in the Basar Garden in Jaffa. This park contains play equipment made of brightly coloured materials.

Garden development and Flower Planting in the Outskirts of the City, for the 25th Anniversary of the State

Stage A, the planting of trees in the outskirts of the city, will be completed this month by the plantings in Sderot Yerushalayim, up to the Bat Yam boundary.

Stage B, flower planting, has started in Derech Haha, and will be completed in the 25th anniversary year, both here and at other entries to the city.

The Unit for Improving the Face of the City has also started on the cleaning up of the outskirts, removing nuisances and knocking down derelict structures and access obstacles.

Municipal Information Bureaux in Tel Aviv-Yafo provide general information on the city, and guidance on trips and excursions in the city and in Israel as a whole.

Help is given in finding addresses, names, and locations on the streets of the city, and information is given on times and routes details of buses, trains, planes, ships, etc., and on hotels, duty pharmacies, doctors, nurses, etc. It is also possible to register for "Gahelot," for "young-couples" housing, transfer of children from one school to another, etc.

It is possible to make application at the Bureaux for a reduction in municipal rates, to complain about faults and obstacles (attributable to the Municipality, the Government, or of a general nature), about exorbitant prices, etc.

At the Bureaux, tickets are on sale at cheap prices to local residents, for theatre performances and concerts. Tickets for trips organized by the Municipality are also sold at the Bureaux.

Information Bureaux

Table with columns: Address, Sun. to Thur., Hours, Fri. and Eve of Festival. Lists various bureaux in Tel Aviv and Jaffa.



Yaakov Rabia, left, who says he is "sort of retired," helps as son Itzik (on truck) and another distribution employee get Friday edition on the road. (Rubinger)

One of the proudest boasts of THE POST is that it was delivered every day through the length and breadth of the country, despite wars and riots, except for two months, during the siege of Jerusalem, when a special edition was printed in Tel Aviv. This article gives some idea of how delivery is effected today — and how it was done during wars and riots.

THE PAPER SHALL GET THROUGH

HEAVEN help the circulation manager if any subscriber to *The Post*, padding down to dispose of the overnight garbage and pick up the early morning paper to read with that first cup of coffee or tea, should find that it has not been delivered on time. Gibbon commented sardonically that "history is generally the register of the crimes, the follies and the mistakes of mankind"; the newspaper addict needs to get these, together with some lighter matter, first thing in the morning, or his day will be ruined irreparably.

Various genes labour through the night to keep him satisfied. Around midnight the last, most dramatic news is handed to the press; the paper, it is said, goes to bed. But a lot of people wake up. Soon somebody down in the bowels of *The Post's* new building in Romema gives the Hebrew equivalent of the cry "Let 'er roll!" The great machines start printing, cutting, folding, sorting, counting and turning out papers.

These are eagerly grabbed by dozens of impatient hands. A large percentage are rushed into waiting tenders for transport down to the coast. Minutes count. *The Post* has an arrangement with the Newspaper Publishers Association to link its distribution outside Jerusalem with that of other newspapers — but *The Post* is the only paper printed in Jerusalem. Rendezvous time with Shelev, which takes the papers from Tel Aviv to Haifa, is 2.15 a.m. outside the Al Hamishmar Press; if *The Post* tender is a minute late, Shelev leaves, and the tender has to go north itself. Fortunately the Jerusalem-Tel Aviv highway is now a wide highway for long stretches, traffic is virtually nonexistent in the early hours. Yaakov Rabia, the veteran *Post* driver, and his son Itzik — Yaakov is "sort of retired now," and leaves driving to the young generation most nights of the week — can get there in an hour is necessary. Still, Yaakov has to help out on Thursdays, when the paper is swollen by the magazine, and there are 10,000 extra copies to deliver. Five tenders make the trip every Thursday.

At the Geza cross-roads near the Meteorological Station, some papers are transferred to a truck heading for the south. Then on

to the Al Hamishmar building to hand over to Shelev and an Egged transport, which goes to Tiberias and the kibbutzim. At the "Davar" building, another batch is delivered for Netanya or Hadera. Then to the "Ha'aretz" building for Lydda, Holon and Herzliya.

Mailing the Weekly

Meanwhile, another truck goes to Lod Airport with papers for the airport, planes and the U.S.A. Every Monday Itzik needs to call on "the old man" to help him out, because that night *The Jerusalem Post Overseas Weekly* is taken to the El Al transport shed in blue mailbags.

In the meanwhile, back in Jerusalem, copies are being taken around the city by tenders and motorcycles. A man has to be a mighty early riser to get down-stairs before *The Post* is there. Around 3.30 a.m. Yaakov and Itzik have finished their deliveries down at the coast, and drive home in leisurely fashion to see the sun rise over the rose-tinted stone houses of Jerusalem. On the way, Yaakov talks of the days when delivering a newspaper was a hazardous adventure.

He began driving in 1940 for a partnership firm of transport contractors, formed by a Jew named Mikraohi and an Arab named Farajella. They had undertaken to deliver *The Post*, not only to the cities, but also to the British Army camps.

Leaving Jerusalem at 1 a.m. Yaakov travelled to Ramle, Sarafand, Ness Ziona, Rehovot, Bihu (where he delivered a Polish paper, "Gazetta Polska," printed by *The Post*, to the Polish Army base). Ekron, Kastina, Beer Tuva, Hilli Gasa, Khan Junis, Rafiah. Sometimes a sub-agent took the papers from Rafiah to El Arish; if not, Yaakov made the trip. He drove this route until 1948, when he was warned by Arab friends in Gaza that he should stop coming. Once a shell hit the cabin of the tender; on another occasion he was fired on soon after leaving Jerusalem.

But these were not his only duties; he also used to take the workers home at night before setting out on his round. During the days of the riots and the curfews this was no easy chore. British soldiers would accuse him of being responsible for the criticism

things written about them in *The Post*, and on a few occasions he was clapped into gaol, once together with Cecil Hyman, the manager of Barclays Bank. Ted Lurie or John Adler would get him out after a few hours. After a while, he learned that the best way to handle the Tomnies was not to produce his curfew pass, but instead to say "You want a free copy of tomorrow's paper? Have this on me."

The formula didn't work once with a Basuto soldier on guard duty, who said, "I say 'halt.' You no stop. I shoot you." He pointed his Tommy gun at Yaakov's head. Yaakov strained his limited English vocabulary, and nearly broke his teeth doing so, before he persuaded the conscientious guard to take him to an officer.

For about two months, during the siege of Jerusalem, the paper did not get through to the coast, except when Yaakov travelled with a convoy. On a couple of occasions he got down to the Dead Sea, from where the paper was flown to Tel Aviv. From the first day the Burma Road was opened, however, he began driving down it.

On one occasion he was taking Gershon Agron to lunch with Beaky Sleff at Tel Mond, when an army vehicle travelling ahead of them hit a land mine. They tried to give what help they could, but the soldiers in the vehicle were all killed.

Return to Gaza

After the Sinai Campaign, when Israel held the area for 100 days, Yaakov started travelling on the southern run to Gaza once more. This stopped when Israel withdrew. Shortly before the Six Day War, the tender which used to deliver *The Post* was commandeered by the Army, and a car also used for deliveries was hit by a shell. Yaakov fixed it himself, all except for the right windows, which had been blown out.

The Post appeared every night of the War. And Yaakov got copies through with the car to the coast. On the sixth day, he took the car to an old Arab friend in Ramallah who fixed the windows for him.

After the War he decided to take life easier, and to let Itzik do the hard work. But he is there when needed.

YITZHAK I. GLICK, LTD.

Wholesale Supplier of paper, printing inks, cardboard and bookbinders' supplies
Jerusalem, Rehov Hahavazelet, P.O.B. 404, Tel. 225687, 284548.

Your main supplier of paper, cardboard and printing inks from the day of founding the newspaper, wishes you a happy anniversary on your 40th birthday. May your success continue.



Stora Kopparberg

and their representatives

Mira Trading Co. Ltd.

extend their best wishes to

THE JERUSALEM POST

on the occasion of its

40 Anniversary



KEREN HAYESOD UNITED ISRAEL APPEAL

extends sincere congratulations to

THE JERUSALEM POST and its Staff

for 40 years of service in the cause of Eretz Israel and the Jewish People.

The 'Post' has helped us in bringing the story of Israel's achievements and problems to the attention of hundreds of Jewish communities throughout the world, in which it is our privilege to raise funds on behalf of Israel's human needs.

Keren Hayesod - United Israel Appeal

THE KEREN KAYEMETH LEISRAEL (JEWISH NATIONAL FUND)

salutes

THE JERUSALEM POST on its 40th Anniversary

In the four decades of The Jerusalem Post's existence, the Keren Kayemeth has:

ACQUIRED MORE THAN 2¼ MILLION DUNAMS OF LAND

RECLAIMED ABOUT 400,000 DUNAMS OF LAND

PLANTED ABOUT 109 MILLION TREES

DRAINED ABOUT 300,000 DUNAMS IN THE JEZREEL, HULA, ZEBULUN AND BET SHE'AN VALLEYS

BLAZED ABOUT 2,900 KILOMETRES OF ROADS, A THIRD OF WHICH ARE SECURITY AND FRONTIER ROADS

RESTORED SOME 300,000 DUNAMS OF NATURAL WOODLANDS

SET UP CAMPING AND RECREATIONAL SITES IN 60 OF ITS 400 FORESTS

EXECUTED FLOOD CONTROL PROJECTS ** BUILT WATER STORAGE DAMS **

PREPARED AREAS FOR HOUSING AND INDUSTRY ** IMPROVED SETTLEMENT SITES THROUGHOUT ISRAEL.

